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THE FARM FAMILY LIVING OUTLOOK FOR 1935\*

The total cash income available to farm families for living expenses has shown a distinct advance from 1933 to 1934, and some further improvement, but of smaller magnitude, may probably be expected in 1935. This increase in income will probably be offset only in part by a rise in the average level of prices of commodities farmers buy for family use. Although some further rise in the level of food prices may be looked for during the coming year, the prices of other goods purchased for family living will probably continue at about their present levels. A small improvement, therefore, in the purchasing power of farm families may, in general, be expected. In the areas severely affected by the drought, however, cash incomes during 1935 will be extremely low, at least until the new crops are marketed, and the number of farm families on relief will undoubtedly continue to increase.

Throughout all of the drought-stricken areas, the supplies of home-grown foods will be lower than in many years, and expenditures for purchased foods will absorb an unusually large share of the cash available for living expenses. The quantities of vegetables and fruits canned and stored for winter use are far below normal, and in many homes shortages will also be felt in milk, butter, and eggs provided by the farm. Supplies of home-canned or home-cured meats, however, will be abundant, owing to the unusually large slaughter of cattle, hogs, and poultry for home use. In areas not affected by the drought, many farm families are entering the winter with a very generous food supply, as a result of the extensive program of home food production and conservation carried on during 1934 by the extension service and by relief agencies.

Those families who will enjoy some leeway in cash expenditures, after the cost of food and other necessities of living have been met, may increase somewhat their expenditures for clothing and for home furnishings during 1935, in order to replace articles that have seen some years of wear. Additional expenditures may also be expected for the repair and running of the family automobile, and some increase may appear, especially during the spring months, in expenditures for repairs and improvements on the house, in response to the stimulus of the Federal housing program. In many farm homes the increased funds available for family living will probably be devoted, as in 1934, to sending the young people to college. In a large proportion of homes, however, payments on debts and other obligations will continue to absorb a large part of the surplus of cash over essential living expenses.

\*Report of a joint committee representing the Bureau of Home Economics, the Bureau of Agricultural Economics, the Agricultural Adjustment Administration and the Extension Service.

Cash Income Received from Agriculture

The cash income received by farm families from agriculture during 1934 has continued the upward trend which began during the first half of 1933. The improvement is due in part to the advance in the prices of agricultural products, and in part to the rental and benefit payments made by the Agricultural Adjustment Administration, and to income from the emergency sale of cattle, sheep, and goats to the Government. But to the extent that the increased income this year resulting from emergency sales of livestock represents a reduction in livestock inventories below what normally would have taken place, farmers have gained in current receipts by sacrificing assets. Those farmers who have been forced to a severe liquidation of livestock will be in a weakened economic position until their livestock numbers are restored.

Preliminary estimates place the total cash income from the sale of farm products, including payments by the A.A.A., at approximately \$6,000,000,000 for the calendar year 1934. This figure represents an increase of 19 percent over the figure of \$5,051,000,000 for 1933, and 39 percent over the low level reached in 1932. It is still, however, only 59 percent as large as the average annual cash income received from farm marketings during the 5 years preceding 1930.

This increase of almost \$1,000,000,000 in cash income for 1934 has been partly offset by an increase in production expenditures of farmers. During 1933 these expenditures, on the whole, were slightly lower than in 1932, continuing the decline of the preceding 3 years. For 1934, expenditures for interest and taxes are somewhat lower than in 1933, but commodity prices and farm wages are noticeably higher. The prices paid by farmers for commodities used in production averaged 16 percent higher during the first 9 months of 1934 than in the same months in 1933, and wages paid to hired labor have averaged about 14 percent higher. The increase in total expenditures for production during 1934, however, is not as large as the increase in cash income, and the balance of income available for family living and for improvements and savings will probably show a distinct gain over 1933.

Income estimates by States for 1934 are not yet available, but the principal increases over 1933 incomes may be expected in the dairy and tobacco sections and in those regions where crop production has been fairly good, especially in the States east of the Mississippi and in the Pacific Coast States.

The seasonal decline in farm income from the fall peak in October may be slightly greater than usual unless cattle marketings continue large this winter. The level of income during the first half of 1935, however, is expected to average higher than that of a year earlier. If crop production in 1935 is more nearly normal, farm marketings of crops will increase and farm prices are likely to readjust themselves to the larger supplies. But increased marketings of crops will tend to maintain the level of gross farm income, especially if the level of domestic demand through the year averages higher than in 1934.

The income that farmers will receive during 1935 from rental and benefit payments cannot be estimated at this time, as the amount will depend upon whether part of the payments on programs now in operation is made after the beginning of the new calendar year, and upon the new provisions that are adopted for 1935 programs. Present indications are that income from the sale of farm products, plus rental and benefit payments, may show some advance over the 1934 level, but it is not probable that this increase will be as large as the increase from 1933 to 1934.

#### Cash Income Received from Nonagricultural Sources

Receipts from sources other than agriculture, such as outside employment, the tourist trade, and the sale of home-made products, have continued to form an important part of farm family income during 1934. For many farm families, in fact, these sources have supplied practically all of the cash available for living expenses during the year.

Earnings from employment in nonagricultural industries by members of farm families have probably shown a slight gain over 1933, and employment in civil works, public works, and work relief projects has further supplemented incomes in many farm homes. It is difficult to estimate the probable trend in employment during 1935, but there seems to be little reason to anticipate an increase in farm family incomes from this source during the year, unless additional opportunities are opened up as a result of new public works and relief programs.

Income from the sale of baked goods, canned goods, and other home-made products through women's cooperative associations, curb markets, and roadside stands has also advanced somewhat during 1934. The interest of farm women in these enterprises as a direct source of cash is leading to improvements in marketing methods and facilities and to better standards of quality for the products prepared for sale. The growth of this movement may be expected to continue during 1935, and the income received from this source may be somewhat greater than in preceding years.

The income received by farm families in some sections of the country from tourists may have increased somewhat during 1934, since travel within the country has been stimulated by the improvement in national income and by unfavorable exchange rates for foreign travel. Some further increase in receipts from tourists may appear next spring and summer, if further improvement occurs in the incomes of urban families.

Although there has been a general improvement in the incomes received by farm families during 1934, a considerable proportion of the farm population has been unable to earn sufficient cash to meet essential living expenses, either through the sale of farm products or through other sources of income. Some of these families have managed to finance themselves by drawing on past savings and investments or by borrowing, but many have had to turn to relief agencies for support. The number of farm families on relief rolls in the fall of 1933 was estimated as about 600,000. Although the total relief load has remained practically the same during the last 12 months, the number of farm families on relief has increased in pro-

portion to the total number of families on relief. In the areas affected by the drought, this increase has been especially evident during recent months, and will undoubtedly continue into 1935 until the new crop is marketed.

#### Home Production for Family Use

In addition to their cash incomes from the sale of farm products, and from other sources, farm families derive an income "in kind" of very substantial proportions in the farm products retained for family use. In more than half of the 62 studies of farm family living made in this country since 1922 in which information was given on home-produced goods, the value attributed to these goods was from 30 to 50 percent of the value of all goods and services purchased for family living.

Of the farm-furnished goods, food ranks first in value. In 23 of the studies just mentioned the home-produced food was considered worth from one-fourth to one-third as much as all goods and services purchased for family living, and in 30 others home-produced food was considered worth from one-third to two-thirds as much. A conservative estimate of the average value of home-produced food is approximately \$65 per person per year, (values between farm and retail prices adjusted to September 1934 levels by the Bureau of Labor Statistics food index). During recent years, however, many farm families have produced much more food than is indicated by the above figure; low cash incomes and the disparity between farm and retail prices have fostered extensive home-production programs.

Extension programs for 1934 re-emphasized the economic and health value of an annual plan for procuring with a small cash outlay a food supply suited to the nutritional needs of the family. Such plans were put into operation by many self-supporting farm families all over the country. In addition, most States made large-scale plans for home gardens for relief families, for community acreages cultivated as work projects, and for food conservation in community canning plants manned by relief labor. Had normal weather conditions prevailed, farm families throughout the country would have enjoyed a generous food supply, not only during the summer of 1934, but also during the winter and spring of 1935. As it has turned out, those living in the South Atlantic and in the East South Central States probably have a more abundant food supply than for many years, whereas families in the drought-stricken Central and Mountain States are entering the winter with a very scanty and unbalanced home-produced food supply.

The drought of 1934 put 1,187 counties in 24 States on the emergency list, and over a wider area the drought damaged more or less seriously grains, pastures, field and truck crops, and home gardens. Well-laid plans for home food production were disrupted. Shortage of feed and water forced the sale or premature slaughter of large numbers of cattle, hogs, and poultry for home use, although some meat animals have been held over for early slaughter in cold weather. As a result, farm families in these areas will have an abundance of home-canned or home-cured meats. On the other hand, short supplies and relatively high prices of feed will probably result in a somewhat less plentiful supply of milk, butter, poultry, and eggs.

than usual, after the pasture season is over. Fortunately, late rains and mild weather over a considerable area have made possible some good fall gardens and some late canning. Nevertheless, in most drought areas, pantry shelves and cellars are unusually bare of vegetables and fruit. In the New England and Middle Atlantic States, the severe weather in early 1934 greatly reduced the peach and apple crop, so that farm-home supplies of these fruits are far below normal.

Throughout the United States home production of items other than food was maintained at a high level in 1934. During the coming year farm families may be expected to continue to make, clean, and repair clothing, bedding, rugs, and furniture and to prepare many of their own cleaning supplies.

Hence in 1935, as in 1934, an extensive and well-considered home-production program in food and in many other items is likely to continue. Its scope and content will differ from area to area and from farm to farm, and will be determined by many factors. Among these factors may be mentioned the cash income available for family living, the land and labor available for home production, the information and skill of family members, and the need for conserving cash to meet fixed obligations, and to secure goods and services not easily provided by the farm and family.

#### Adjustments in Family Expenditures

The improvement in cash incomes received by farm families in 1934 has been only partially reflected in increased purchasing power, for the prices which farm families have had to pay for commodities bought for family use have also shown some advance over 1933 levels. Retail prices for these commodities rose sharply from the low point of March 1933 to September 1933. Since then the rise has been very slight, amounting to only 5 percent, for all groups of commodities combined, up to September 1934. For the first 9 months of 1934 the average level of these prices was 15 percent higher than in the same months in 1933, and for the full calendar years the difference will probably be about 13 percent. This increase in retail prices, however, has not kept pace with the advance in the level of farm income from 1933 to 1934, and there has been, on the whole, a distinct gain in purchasing power.

For many farm families this increase in real income in 1934 has afforded more choice in expenditures than during the last few years. Some families, also, have more leeway this year than last because they have been able to make long-term plans for debt payments, thus releasing more cash for other items in the family budget. But in the drought areas most of the money available for family living, especially during the last few months, has been needed for the bare necessities of life, and this situation will probably continue until a new crop comes along.

Farm family disbursements for food usually amount to one-fifth or more of total cash expenditures for family living, but often demand 30 percent or more. For many farm families expenditures for food will be higher than usual during the coming year -- in part because of the increased quantities of fruits, vegetables, and other items that must be purchased and in part because of increased prices.

According to the Bureau of Agricultural Economics, food prices were about 16 percent higher during the first 9 months of 1934 than in the corresponding period of 1933, with the September 1934 prices about 9 percent higher than the prices of the previous September. The prices of most foods have increased during the year. Since early summer meat prices, particularly those of pork, have advanced more rapidly than those of most other commodities. The advance in food prices since June, however, has been partly seasonal. A further moderate advance is likely to occur before the end of the year. The general level of retail prices of food in 1935 is almost certain to be above that of 1934, with the rise most pronounced in meat prices.

Since about 15 percent of farm family expenditures for food usually goes for meat, this rise in meat prices is expected to result in considerable readjustment in these expenditures. When meat prices become too high for the farm family purse, there is likely to be an increasing demand for fish, particularly for canned salmon, of which there was a very large pack this year with correspondingly low prices. Probably, too, the dried legumes will feature more largely than usual in many farm family diets.

There is nothing in the present situation to indicate any substantial increase during the coming months in the prices of most staples, such as bread, flour, sugar, and miscellaneous items -- articles for which the farm family usually spends about half of its food money. Corn meal, however, will probably advance considerably in price during the next few months. For the many farm families that usually depend on a home-produced supply of this food, but whose crop was insufficient this year, those price increases will add considerably to the food budget.

Supplies of late fruits that are now being marketed or will be marketed during the fall, winter, and early spring months, are only slightly below those of last year, while supplies of late vegetables are about one-fifth larger than a year ago. Citrus fruits probably will be in abundance, and so will cabbage, carrots, tomatoes, and lettuce. Hence there is no reason to anticipate much, if any, price increase. In the drought areas, however, farm families may need to buy two or three times the quantities they usually purchase if they are to maintain their dietary standards.

Farm families in the past have spent from \$17 to \$60 per person per year for food (values adjusted to September 1934 levels), depending on the scope of their home-production program. Probably \$40 per person per year represents a fair average. Expenditures for food may be considerably reduced by families who produced more than the usual quantities for home use. But in the drought-stricken areas food expenditures will probably need to be increased by as much as 30 percent if the usual dietary level is to be maintained.

Cash expenditures for clothing will probably increase, as many farm families find it necessary to replace outer clothing that has now seen several years of wear. These replacements will cost little more than a year ago, as clothing prices have advanced only 4 percent from September 1933 to September 1934, according to the Bureau of Agricultural Economics, and it is probable that they will remain fairly stable during 1935.

The need for house repairs is also urgent, and it is expected that the interest aroused in good housing by the Rural Housing Survey of the Civil Works Administration and by the activities of the Federal Housing Administration will influence some farm families to spend more cash on home improvements this coming year.

Some families will undoubtedly spend more money for household furnishings and equipment during the coming year. The retail prices of furniture and household furnishings advanced about 4 percent between September 1933 and September 1934. These prices also will probably continue fairly stable during 1935.

Families who can afford it will spend more money than last year for the repair and care of the family automobile, and will make a somewhat freer use of cash for gasoline to take family recreational and educational trips. More money will probably be spent for recreation than last year, although families will continue to rely largely on home and community resources for recreation at small or no cash expense. More money will also be allocated to education by families with children of college age. There was a decided increase in college enrollment this fall.

#### Adjustments in Purchasing Methods

As cash incomes increased during last year, self-supporting farm families tended to use barter to a lesser extent than in 1933 as a means of securing goods and services. This tendency seems likely to continue in 1935. Many families on relief, however, were encouraged by relief agencies to employ barter to a greater extent than previously, and this effort to increase the level of living without cash outlay seems likely to continue.

In an effort to augment their buying power, farm families have continued during 1934 to buy somewhat more goods through cooperative purchasing associations. In addition to commodities used for farm production, many cooperative associations are now handling such supplies as gas and oil, coal, general merchandise, plumbing and electrical equipment, tires and inner tubes, clothing, and household furnishings. An increasing number of cooperative associations are selling soap, bread, and some other products under their own brand. Cooperative associations located in large centers are developing the business of serving members with home supplies by mail or through warehouses. The number of cooperative wholesale units developed to serve the cooperative buying associations also increased last year.

#### Consumer Information and Protection

Interest in consumer-buying information increased substantially during last year. Many schools and colleges, and the home economics extension service, are including this subject in their programs. This development of interest in consumer problems has been greatly stimulated by three governmental agencies: the Consumers' Counsel of the A.A.A., the Consumers' Advisory Board of the N.R.A., and the recently established

Consumers' Division of the National Emergency Council. These agencies will continue during 1935 to examine the operation of codes, marketing agreements, and licenses, from the standpoint of consumer interests and to represent the consumer in the formulation of new policies in the recovery program.

The demand for quality grading and informative labeling for consumer goods has continued during the year, and plans are now being completed for the adoption of uniform methods of grading and labeling canned foods and several other products. It is probable that 1935 will see a further development of this program.

1935 OUTLOOK FOR FARM FAMILY LIVING

APR 16 1934

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OUTLOOK

WHAT TO DO ABOUT IT

Income from sale of farm products and from sources other than agriculture somewhat better in 1935.

Safeguard cash income by producing the maximum amount of food and fuel for family use.

More cash released for family living in 1935 because of lowered interest rates and debt refinancing by governmental agencies.

Make a plan for the year's food supply.

In drought areas low reserves of food supplies and small cash income until new crops are marketed.

Secure family cooperation in food production and home sewing.

Food prices somewhat higher.

Improve the house and grounds and repair furnishings. Take advantage of housing improvement plans of the Federal Housing Administration.

Prices of other goods and services probably continuing at about 1934 levels.

Pay cash and take cash discounts when available to avoid the costs of store credit.

Certain consumer goods labeled according to grades.

Take advantage of high retail prices by selling products at roadside or farm women's markets.

Stimulation of housing improvements by the government.

Save cash by cooperative buying and bartering.

No increase in length of farm women's working day due to family cooperation.

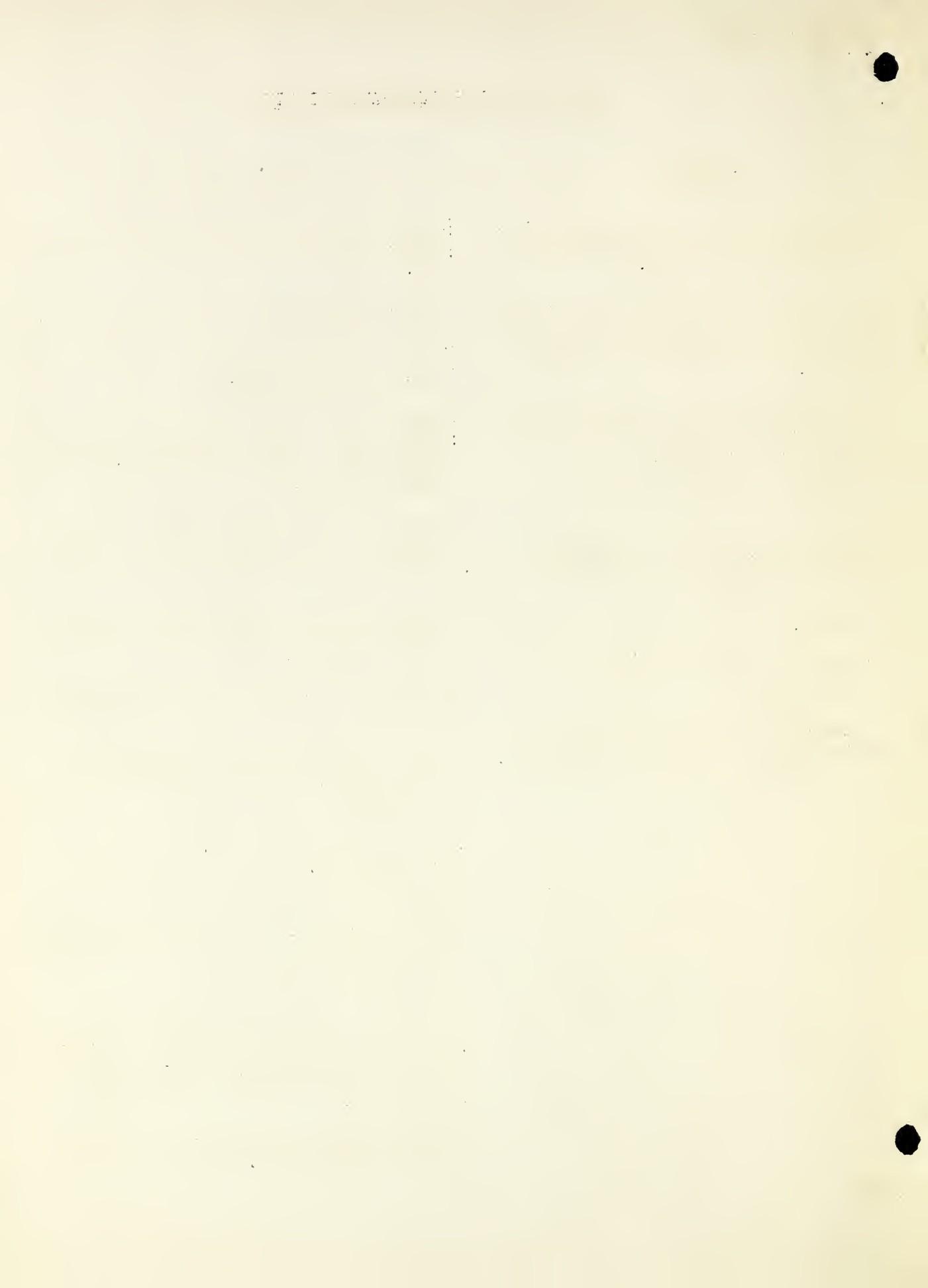
Weigh relative values in deciding upon cash outlays. Keep farm and home accounts as guides.

Buy according to grade labels where these are available.

Take advantage of opportunities for consumer education. Take action thru consumer organizations where price increases appear out of line.

Provide for necessary medical and dental attention. Continue education of young people beyond grade schools. Use and expand home and community recreation facilities.

Keep informed on domestic and foreign economic situations.



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FARM FAMILY OUTLOOK CONFERENCE  
October 28 - November 2, 1935

503-D

Social Program, Exhibits and Tours Arranged for Delegates to the Conference

EXHIBITS

Bureau of Home Economics Exhibits will be on display any day from 9 a.m. to 4:30 p.m. in the following rooms:

Apparatus for judging quality of foods - Rooms 6529-6551, Florance King.  
Grade Labeling of Food - Room 6535, Miriam Birdseye.  
Meat Cookery - Room 6541, Lucy Alexander.  
Kitchen Plans - Room 6523, Helen Holbrook.  
New Books on Economics and Consumer Buying, Room 6055, Mamie Mynstrom.  
Bureau of Home Economics publications - Room 6056, Ruth Van Deman.  
Nutrition (Animal Laboratories) - Room 6423, Hazel Munsell.  
Buying Clothing and Household Textiles - Room 6449, Ruth O'Brien.

Extension Service

Home-made Play Equipment - Room 5942, Ella Gardner.

TOURS AND SOCIAL PROGRAM

Monday, October 28

4:30 p.m. Tea - Room 6951, South Building (women delegates only).

Hostesses: The Bureau of Home Economics and women members of the Extension staff.

Tuesday, October 29

8:30 a.m. (Room 6058) For everyone interested in the revision of the Bureau of Home Economics Kitchen Charts - Mary Rokahr.

4:00 p.m. - Tour, Extension Service offices, arranged by Madge J. Reese

6:30 p.m. - Outlook Dinner, Cafe La Paree, 804 14th St. N.W.

Wednesday, October 30

12:30 p.m. - Luncheon, with Mrs. Franklin D. Roosevelt as guest of honor - (Room 6951 - 75 cents, limited to women State delegates only).

4:00 p.m. - Sightseeing tour of Washington, arranged by Grace E. Frysinger.

6:30 p.m. - Dinner (A.A.U.W. - 1634 I St. N.W.).

Thursday, October 31

6:30 p.m. - Regional dinner conferences.

Saturday, November 2

7:30 a.m. - 9 a.m. - Tour to Farm Women's Market, Bethesda, Md., and Herb shop; Washington Cathedral Grounds, arranged by Florence L. Hall.

2:00 p.m. - Housing tour, arranged by S. P. Lyle and Wallace Ashby.

Please check events you wish to attend:

- (X).....Tuesday, 8:30 a.m. - Kitchen Chart Conference.  
..... 4:00 p.m. - Tour through Extension Service offices.  
..... 6:30 p.m. - Outlook Dinner, Cafe La Paree, 804 14th St. N.W.  
.....Wednesday, 12:30 p.m. - Luncheon with Mrs. Franklin D. Roosevelt..<sup>75</sup> cents  
..... 4:00 p.m. - Sightseeing tour of Washington.  
..... 6:30 p.m. - Dinner (A.A.U.W. - 1634 I St. N.W.).  
.....Saturday, 7:30 - 9:00 a.m. - Tour to Farm Women's Market, Bethesda, Md.  
..... 2:00 p.m. - Housing Tour.

Name \_\_\_\_\_



## United States Department of Agriculture

EXTENSION SERVICE  
DIVISION OF COOPERATIVE EXTENSION

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HOME DEMONSTRATION REPRESENTATIVES WHO ATTENDED THE 1936  
AGRICULTURAL AND FARM FAMILY LIVING OUTLOOK CONFERENCE  
IN WASHINGTON, D.C., OCTOBER 28 - NOVEMBER 2, 1935

Alabama	Nell Pickens, Alabama Polytechnic Institute, Auburn.
Connecticut	Gladys Stratton, Connecticut State College, Storrs.
Delaware	Mrs. H. V. McKinley, University of Delaware, Newark.
Florida	Isabelle Thursby, State College for Women, Tallahassee.
Georgia	Willie V. Dowdy, Georgia State College of Agri., Athens.
Illinois	Paulena Nickell, College of Agriculture, Urbana. Mrs. Ruth C. Freeman, College of Agriculture, Urbana.
Indiana	Lella R. Gaddis, Purdue University, LaFayette.
Iowa	Fanny Gannon, Iowa State College of Agriculture, Ames. M. Attie Souder, Iowa State College of Agriculture, Ames.
Kansas	Amy Kelly, Kansas State College of Agriculture, Manhattan Bonnie V. Goodman, Kansas State College of Agriculture, Manhattan.
Louisiana	Ellen LeNoir, Louisiana State University, Baton Rouge.
Maine	Edna M. Cobb, College of Agriculture, Orono.
Maryland	Venia Kellar, University of Maryland, College Park. Margaret McPheeters, University of Maryland, College Park.
Massachusetts	Mrs. H. J. Haynes, Massachusetts State College, Amherst. Grace B. Gerard, Massachusetts State College, Amherst.
Michigan	Julia Pond, Michigan State College, East Lansing.
Minnesota	Julia O. Newton, University of Minnesota, St. Paul.
Mississippi	Mrs. Emma Lindsey, Mississippi State College, State College.
Missouri	Fra Clark, College of Agriculture, Columbia.
Montana	Oona Stautz, Montana State College of Agriculture, Bozeman.
Nebraska	Muriel Smith, College of Agriculture, Lincoln.
New Hampshire	Ann Beggs, University of New Hampshire, Durham.



New Jersey	Mary A. Mason, College of Agriculture, New Brunswick.
New York	Martha Eddy, N. Y. State College of Agriculture, Ithaca. Ella Cushman. Mrs. Lucile Williamson. Delpha E. Weisendanger.
North Dakota	Grace DeLong, North Dakota Agricultural College, Fargo.
Ohio	Thelma Beall, College of Agriculture, Columbus.
Oklahoma	Madonna Fitzgerald, Oklahoma A. & M. College, Stillwater.
Oregon	Maud Wilson, Oregon Experiment Station, Corvallis.
Rhode Island	Sara Coyne, Rhode Island State College, Kingston.
South Carolina	Harriette B. Layton, Winthrop College, Rock Hill. Jane Ketchen, Winthrop College, Rock Hill.
South Dakota	Mary Covert, State College of Agriculture, Brookings.
Tennessee	Mrs. Elisabeth L. Speer, College of Agriculture, Knoxville.
Texas	Bess Edwards, A. & M. College of Texas, College Station.
Utah	Rena B. Maycock, Utah State Agricultural College, Logan.
Vermont	Charlotte Brooks, University of Vermont, Burlington.
Virginia	Ruth A. Jamison, Virginia Polytechnic Institute, Blacksburg. Janet Cameron, Virginia Polytechnic Institute, Blacksburg.
Wyoming	Mary Collopy, College of Agriculture, Laramie.

RURAL RESETTLEMENT ADMINISTRATION REPRESENTATIVES

Washington, D.C.	Miss Connie J. Bonslagel, Assistant Director Rural Resettlement Division, Resettlement Administration, Arlington Hotel. Dr. Lucille W. Reynolds, Supervisor Home Management Unit, Rural Resettlement Division, Resettlement Administration, Arlington Hotel.
Region I.	Miss Marjorie E. Luce, Regional Chief, Home Economics Section, Rural Resettlement Division, 393 Chapel Street, New Haven, Connecticut.

State Representatives:

Mrs. Marie N. Goss, State Associate Director, 393 Chapel St., New Haven, Connecticut.
Mrs. A. Evelyn Lord, Bangor, Maine.
Mrs. Mary C. Griffith, 212 Locust St., Harrisburg, Pa.
Mrs. Frances C. Foote, 31 Central Avenue, Newark, N. J.



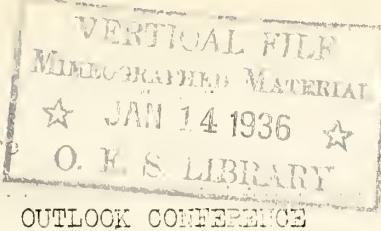
State Representatives: (Cont'd)

Miss Elizabeth M. Waters, State College, Amherst, Mass.  
Mrs. Ellen B. Cowles, 148 College Street, Burlington, Vt.  
Miss Barbara Van Heulen, City Library Bldg., Ithaca, N. Y.

- Region III. Miss Lelia Ogle, Regional Chief, Home Economics Section,  
Rural Resettlement Division, Champaign, Illinois.
- Region IV. Miss Helen N. Estabrook, Regional Chief, Home Economics  
Section, Rural Resettlement Division, Dixie Building,  
Raleigh, North Carolina.
- Region VI. Miss May Cresswell, Regional Chief, Home Economics Section,  
Rural Resettlement Division, Federal Bank Building, Little  
Rock, Arkansas.



*W. W. Gray*  
Extension Service  
U.S. Department of Agriculture



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FARM FAMILY LIVING PROGRAM  
Washington, D.C., October 29-November 3, 1934

Monday Morning, October 29

Auditorium, South Building  
Eric Englund, Chairman

- Opening Session - Agricultural Outlook Program----- 9 a.m. - 12 noon.  
· Opening Remarks - Nils A. Olsen, Chief of Bureau of  
Agricultural Economics.  
Outlook and Agricultural Adjustment - H. R. Tolley, Assistant  
Administrator, A.A.A.  
Business Conditions, Demand, and the Price Situation----- 10 a.m.

Monday Afternoon, October 29

Auditerium, South Building  
Eric Englund, Chairman

Credit----- 1:30 p.m.

Room 2050, South Building  
Dr. Louise Stanley, Chairman

- Consumer Education and Protection----- 2:30 - 4:30 p.m.  
Consumer Problems and the New Deal - Willard L. Thorp,  
Director of Consumers' Division, National Emergency Council.  
Twelve Months of Consumer Activities - Frederic C. Howe,  
Consumers' Counsel, A.A.A.  
Price Policy and the Consumer - Thomas C. Blaisdell, Jr.,  
Assistant Director, Consumers' Counsel Division, A.A.A.  
Marketing Agreements and the Consumer - Carl T. Schmidt,  
Consumers' Counsel Division, A.A.A.  
Consumers' Projects - Mary Taylor, Consumers' Counsel, A.A.A.  
Consumer Grades and Standards - Margaret Thompson,  
Consumers' Counsel, A.A.A.

Monday Evening, October 29, 8 p.m.

Auditorium, South Building  
Mordecai Ezekiel, Chairman

THE LAND PROGRAM

- M. L. Wilson - Assistant Secretary of Agriculture.  
L. C. Gray - Chief, Land Policy Section, A.A.A., Director  
of the Report for the Land Resources Board,  
and Chief, Division of Land Economics.

Tuesday Morning, October 30

Room 2050, South Building  
Hildegarde Kneeland, Chairman

The Food Supply and Consumption Needs -----9 - 10:30 a.m.  
Statistics on National Food Consumption - O.Wells.  
The 1934-35 Food Situation - G. Burmeister.  
Food Consumption and Food Plans at Different Income  
Levels - Hazel K. Stiebeling.  
Consumption Habits and Production Programs - F.F. Elliott.

Population Trends-----10:30 - 12 noon.  
Population Movements between Farm and City - T.B. Manny.  
Trends in Population and Occupations in Relation to Farm  
Life - O.E. Baker.

Tuesday Afternoon, October 30

Auditorium, South Building  
Eric Englund, Chairman

Poultry and Eggs (Including Turkeys)-----1:30 p.m.  
Income and Purchasing Power of the Farm Family - C.M. Purves-----2:30 p.m.

Tuesday Evening, October 30, 8:00 p.m.

Auditorium, South Building  
H. R. Tolley, Chairman

Unified Contract Program

Discussion Leaders:

F.F. Elliott, Chief, Production Planning Section, A.A.A.  
A.G. Black, Chief, Corn-Hog Section, A.A.A.

Wednesday Morning, October 31

Room 2050, South Building  
Hildegarde Kneeland, Chairman

Adjustments in Farm Family Living-----9 a.m. - 12 noon.  
Family Expenditures and Buying - Mary Rokahr.  
Cooperative Buying - H.M. Dixon.  
The Home Production Program - Miriam Birdseye.  
The Share of Family Members in Work and Leisure - Rowena Carpenter.

Wednesday Afternoon, October 31

Room 2050, South Building  
Dr. Louise Stanley, Chairman

- The Farm Housing Outlook-----1:30 - 3:15 p.m.  
The Farm Housing Survey - Mordecai Ezekiel, Economic Adviser  
to the Secretary of Agriculture.  
The Federal Housing Administration Program in Relation to  
the Rural Home - F. P. Bartlett, Assistant to the Under  
Secretary of Agriculture.  
Aids in Building and Remodeling Farm Homes - Wallace Ashby,  
Bureau of Agricultural Engineering.

- The Rural Relief Program-----3:15 - 4:30 p.m.  
The Scope of the Rural Relief Program - Col. Lawrence Westbrook,  
Assistant Administrator, F.E.R.A.  
Family Service Rendered to Rehabilitation Clients -  
By Social Service Workers - Josephine Brown, F.E.R.A.  
By Extension Workers - Claribel Nye, F.E.R.A.  
Discussion - Led by J. P. Campbell, Chief of Agricultural  
Rehabilitation Section, A.A.A.

Wednesday Evening, October 31, 8 p.m.

Auditorium, South Building  
J. W. Tapp, Chairman

The Marketing Agreements Program for 1935

Discussion Leaders:

- H. R. Wellman, Chief, General Crops Section, A.A.A.  
A. H. Lauderback, Chief, Dairy Section, A.A.A.

Thursday Morning, November 1

Wardman Park Hotel  
Edna N. White, Chairman

FOURTH BIENNIAL CONFERENCE OF THE NATIONAL COUNCIL OF PARENT EDUCATION

General Session

- Family Life, Education, and the Nation's Future-----10:30 a.m.  
Eleanor Roosevelt.  
Parent Education in Federal Agencies -  
Bess Goodykoontz, Katherine F. Lenroot, Dr. Estelle Warner,  
Dr. C. B. Smith

Thursday Afternoon, November 1

Auditorium, South Building  
Eric Englund, Chairman

The Outlook for Farm Family Living (Report of Committee)-----1:45 p.m.  
(Joint session with Agricultural Outlook)

Tour Through the Bureau of Home Economics-----2:45 p.m.

Thursday Evening, November 1, 6:30 p.m.

Get-Together Dinner - Cafe La Paree,  
804 - 14th Street, N.W.

C. B. Smith, Chairman  
Assistant Director of Extension Work

Speakers - Secretary Wallace  
Administrator Chester C. Davis, A.A.A.  
Governor W. I. Myers, F.C.A.

Friday Morning, November 2

Room 2050, South Building  
H. M. Dixon, Chairman

EXTENSION PROGRAM

Progress Report - AAA Farm Record Project -

L. M. Vaughn, Extension-----9 a.m.

Farm Records and the Adjustment Program in Arkansas -

E. D. White, Arkansas-----9:30 a.m.

Summarizing Farm Records in Group Meetings in Ohio -

Guy Miller, Ohio-----10 a.m.

Discussion Period-----10:30 a.m.

Cooperation in Securing Farm Family Business Records-----11 a.m.

Edna M. Cobb, Maine; Elmina White, Washington.

An Economic Extension Program for Work with Young

People - Eugene Merritt, Extension-----11:30 a.m.

Lunch-----12 noon

Friday Afternoon, November 2

Room 2050, South Building  
R. B. Corbett, Chairman

Methods of Conducting Leader Training Schools for County Agents  
and Home Demonstration Agents - M.C.Bond, New York;

D.C.Wood, Missouri-----1 p.m.

Extension Handbooks of Economic Information-----1:45 p.m.

P.V.Kepner, Extension.

HOME DEMONSTRATION PROGRAM

Auditorium, South Building  
Dr. C. B. Smith, Chairman

Outlook for Marketing Activities of Farm Women-----2. p.m.

Martha Eddy, New York

Harriette Layton, South Carolina

Discussion-----2:40 p.m.

How Shall Home Demonstrators Keep Record of

Farm Family Food Supply?-----3 p. m.

Miriam Birdseye, Extension.

New Films and Movies-----3:30 p.m.

Film Strip: Series 350. The Farmer's Trail Leads On:

Part I. A History of American Agriculture,  
1910-1914.

Part II. The Years of Decline,  
1920-1929.

Part III. The Farmer and the Government.

Movies: (1) Home Demonstration Work - What It Is And What It Does.

(2) The New Frontier.

(3) Canning F.E.R.A. Beef in Texas.

Saturday Morning, November 3

A tour will be arranged to the Farm Women's Market, Bethesda, Md., at 7:30 a.m.

EXTENSION PROGRAM

Room 2050, South Building  
W. I. Myers, Governor  
Farm Credit Administration,  
Chairman.

Round Table - Farm Credit Problems-----9 a.m.

Governor W. I. Myers and Commissioners of F.C.A.

Materials and Services Available to Extension Workers from the

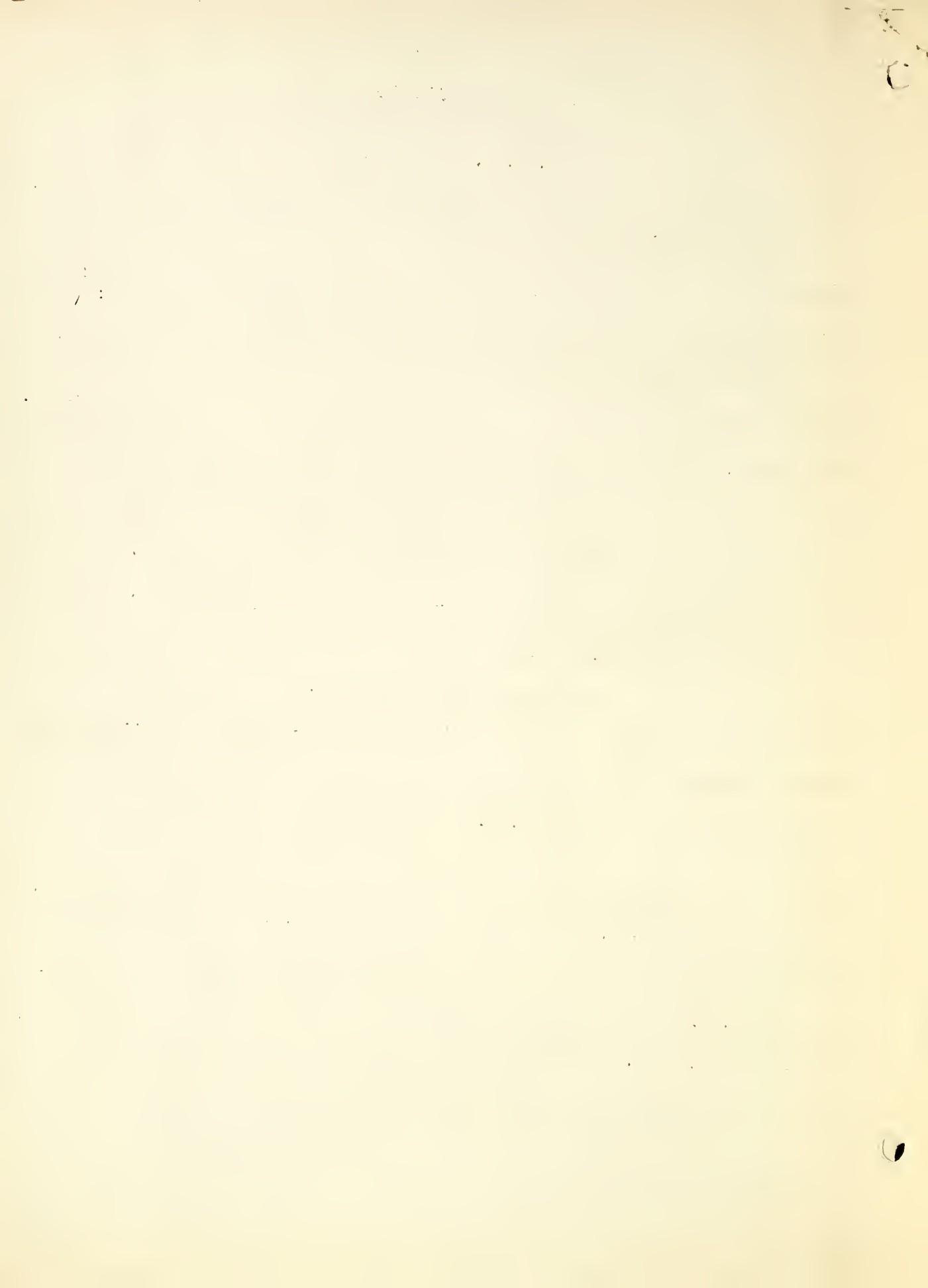
Farm Credit Administration-----10:30 a.m.

J. L. Robinson,

Federal Programs and Extension Work-----11 a.m.

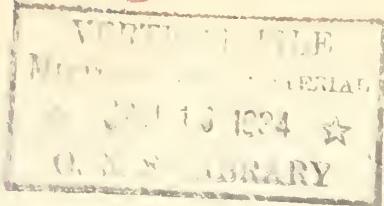
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Distribution to State Representatives of Outlook Report-----12 noon.



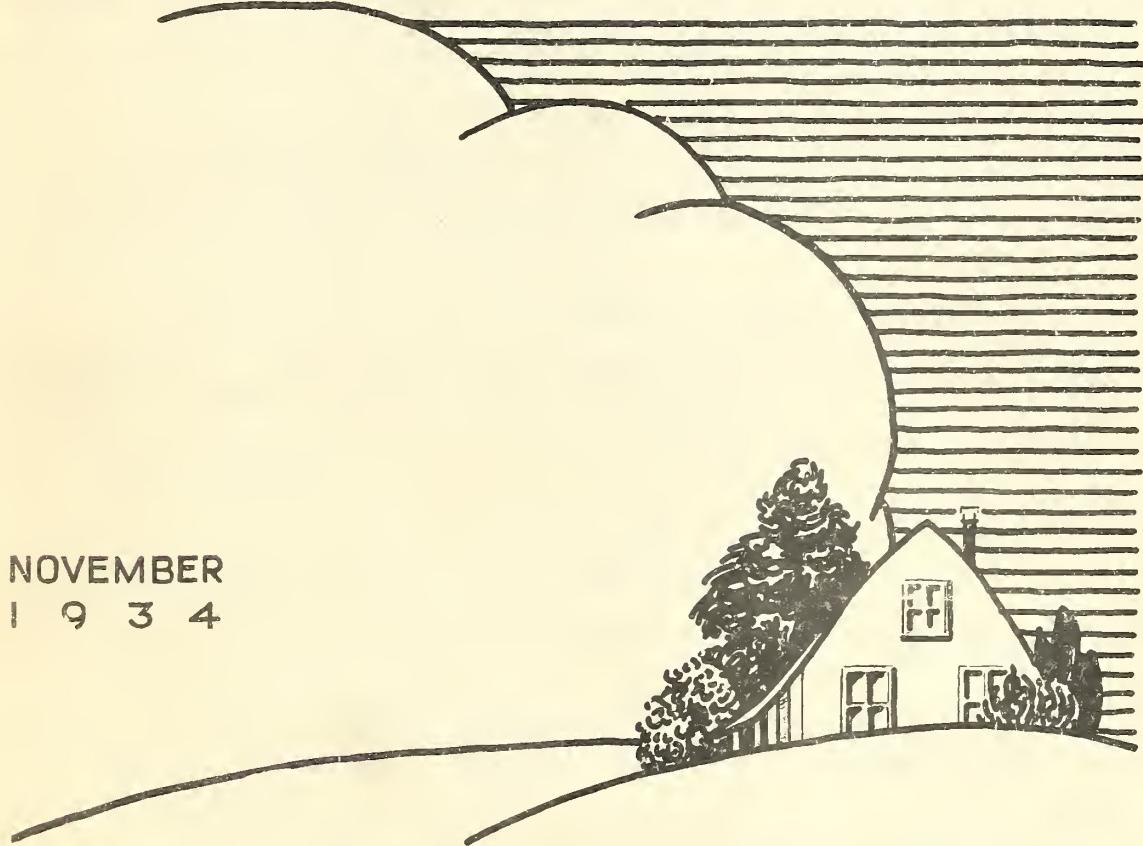
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# 1935 FARM FAMILY LIVING *OUTLOOK CHARTS*

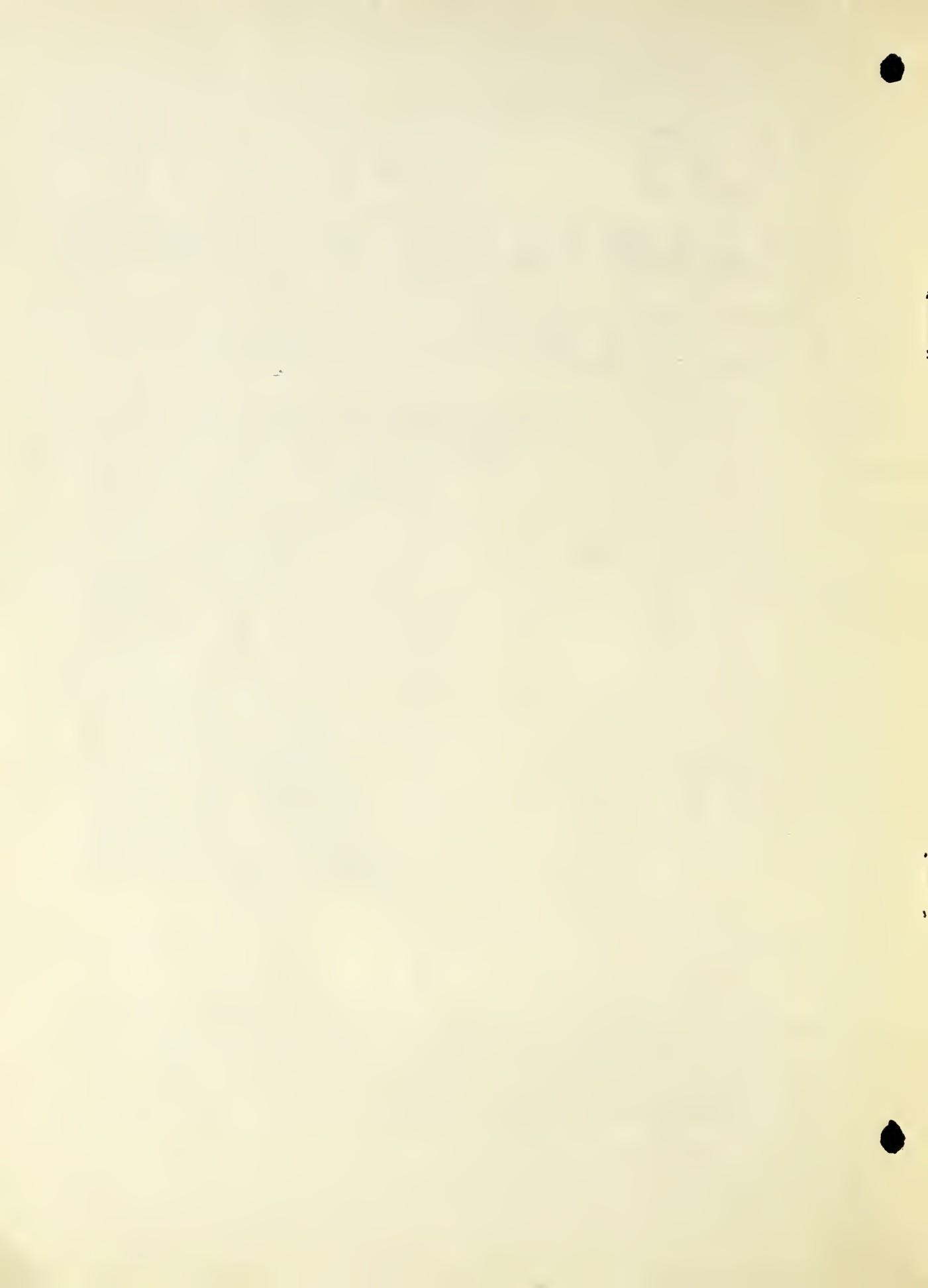
NOVEMBER  
1934



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DIVISION OF COOPERATIVE EXTENSION  
EXTENSION SERVICE - U.S. DEPARTMENT OF AGRICULTURE

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## 1935 FARM FAMILY LIVING OUTLOOK CHARTS

Good extension teaching requires the judicious use of charts. Since economic facts often can be shown best through the use of charts, we have collected and are sending you herewith the important charts used in presenting the 1935 Farm Family Living Outlook Report.

Charts 1 to 4, furnished by the Bureau of Agricultural Economics, give facts as to farm income, prices farmers receive, prices farmers pay, and price changes for food, clothing, operating expenses, building materials, furniture and furnishings, and all commodities used for family maintenance.

Charts 5 to 7 show distribution of the average value of farm family living. Basic material upon which the charts are developed follows each chart. States that have household-account records doubtless will wish to substitute their own figures wherever possible.

Charts 8 to 12 deal with the farm family food supply, including the usual versus the desirable distribution of food groups at different money-value levels, and the money value of the food supply required for a farm family while a son and a daughter are being reared to the age of self-support, together with explanatory material.

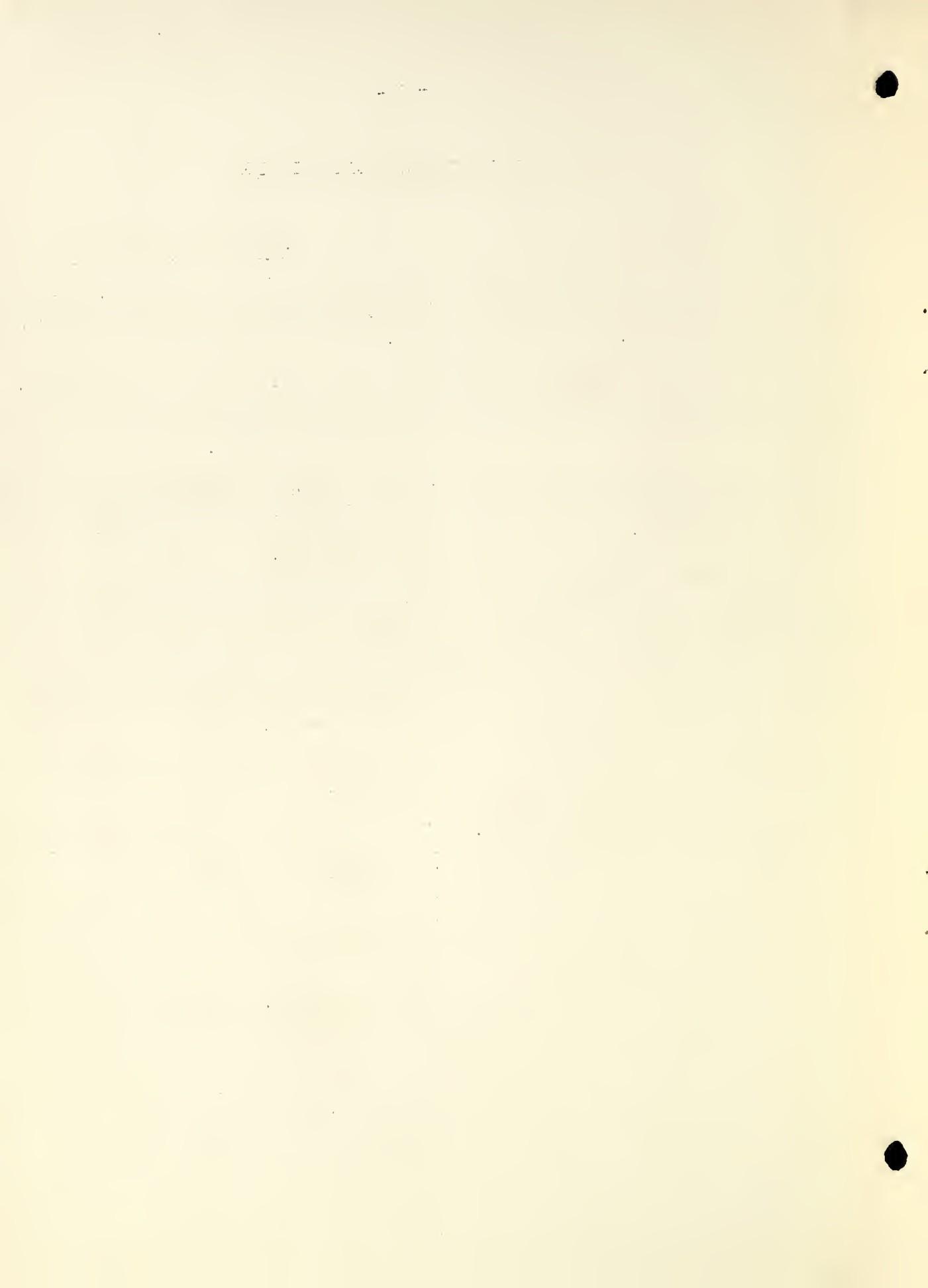
Following is a list of the individual charts in this set:

1. 1935 Outlook for Farm Family Living and What To Do About It, Mimeo. 9237.
2. Distribution of Gross Income from Farm Production, 1924 to Date.  
Neg. 26541-B.
3. Prices of Commodities Farmers Buy and Prices Received for Farm Products, Index Numbers 1910 to Date. Neg. 22288.
4. Prices Paid by Farmers for Food, Clothing, and Family Maintenance, 1910 to Date. Neg. 24214-B.
5. Prices Paid by Farmers for Operating Expenses, Furniture and Furnishings, Building Materials for House, and Family Maintenance, 1910 to Date.  
Neg. 24213-B.
6. Value of Current Farm Family Living, S.C., Nebr., Minn., and Ill., Mimeo. 9279.
7. Recent Studies of Farm and Village Family Living. (Basic material.)  
Mimeo. 9165.
8. Distribution of Average Value of Farm Family Living, Ill. and Ga., Mimeo. 9280.
9. Distribution of Average Value of Farm Family Living, Ill. and Ga., Mimeo. 9162. (Basic material.)

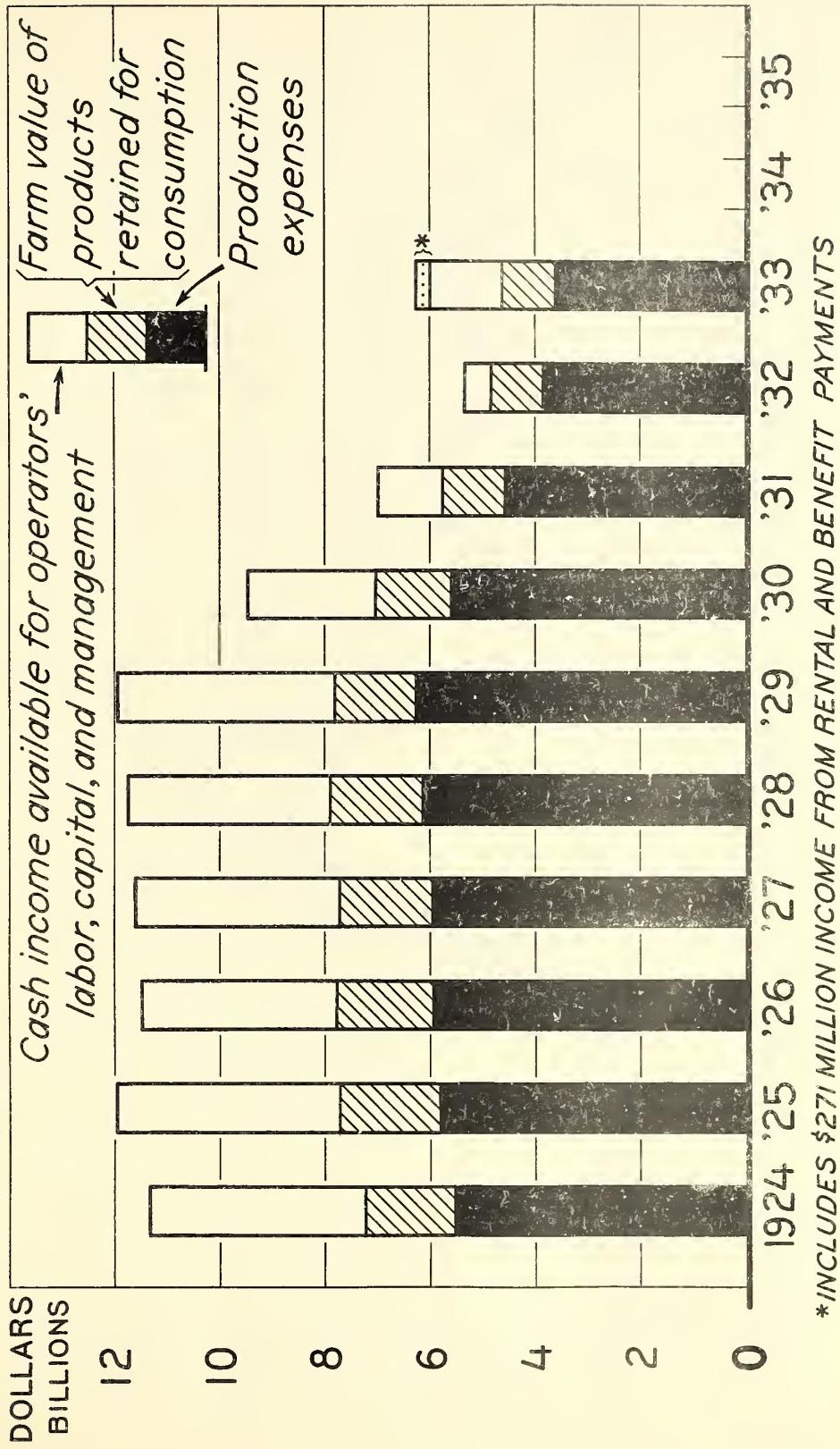
10. Average Cash Expenditures for Current Farm Family Living for 3 Years, Ill., Mimeo. 9278.
11. Average Cash Expenditures for Current Farm Family Living, Ill. (Basic material.) Mimeo. 9163.
12. Table I - Estimated Consumption of Principal Classes of Food in the United States Compared with Seven Food Plans: Quantities per Person per Year. (Mimeo. 588, Bureau of Home Economics.)
13. Desirable Versus Usual Distribution of Food Groups in Yearly Farm Family Food Budgets, Mimeo. 9172-a.
14. Suggested Distribution of Food Groups in Yearly Farm Family Food Budgets, Mimeo. 9172-b.
15. It's a \$12,000 Enterprise To Feed a Farm Family While a Son and Daughter are Raised to the Age of Self-Support, Mimeo. 9185.
16. Plan Ahead for This \$12,000 Enterprise, Mimeo. 9179.
17. It's a \$12,000 Enterprise to Raise a Son and Daughter to the Age of Self-Support. (Basic material.) Mimeo. 9178.
18. The Contribution of the Foods and Nutrition Project to Farm Family Living Adjustments in 1935, Mimeo. 93C2.

1935 OUTLOOK FOR FARM FAMILY LIVING

OUTLOOK	WHAT TO DO ABOUT IT
Income from sale of farm products and from sources other than agriculture somewhat better in 1935.	Safeguard cash income by producing the maximum amount of food and fuel for family use.
More cash released for family living in 1935 because of lowered interest rates and debt refinancing by governmental agencies.	Make a plan for the year's food supply. Secure family cooperation in food production and home sewing.
In drought areas low reserves of food supplies and small cash income until new crops are marketed.	Improve the house and grounds and repair furnishings. Take advantage of housing improvement plans of the Federal Housing Administration.
Food prices somewhat higher.	Pay cash and take cash discounts when available to avoid the costs of store credit.
Prices of other goods and services probably continuing at about 1934 levels.	Take advantage of high retail prices by selling products at roadside or farm women's markets.
Certain consumer goods labeled according to grades.	Save cash by cooperative buying and bartering.
Stimulation of housing improvements by the government.	Weigh relative values in deciding upon cash outlays. Keep farm and home accounts as guides.
No increase in length of farm women's working day due to family cooperation.	Buy according to grade labels where these are available.
	Take advantage of opportunities for consumer education. Take action thru consumer organizations where price increases appear out of line.
	Provide for necessary medical and dental attention. Continue education of young people beyond grade schools. Use and expand home and community recreation facilities.
	Keep informed on domestic and foreign economic situations.

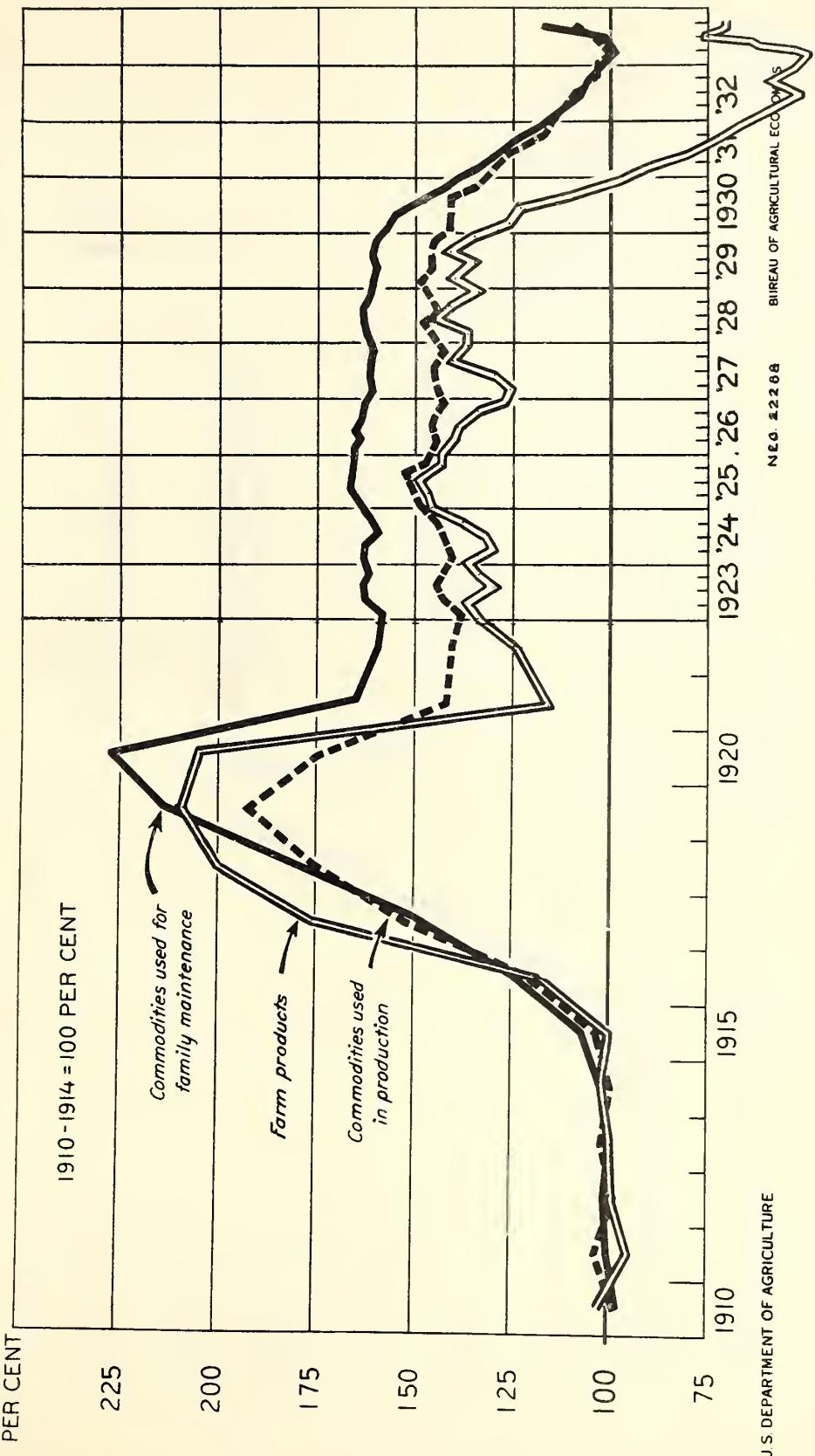


# Distribution of Gross Income from Farm Production, 1924 to Date



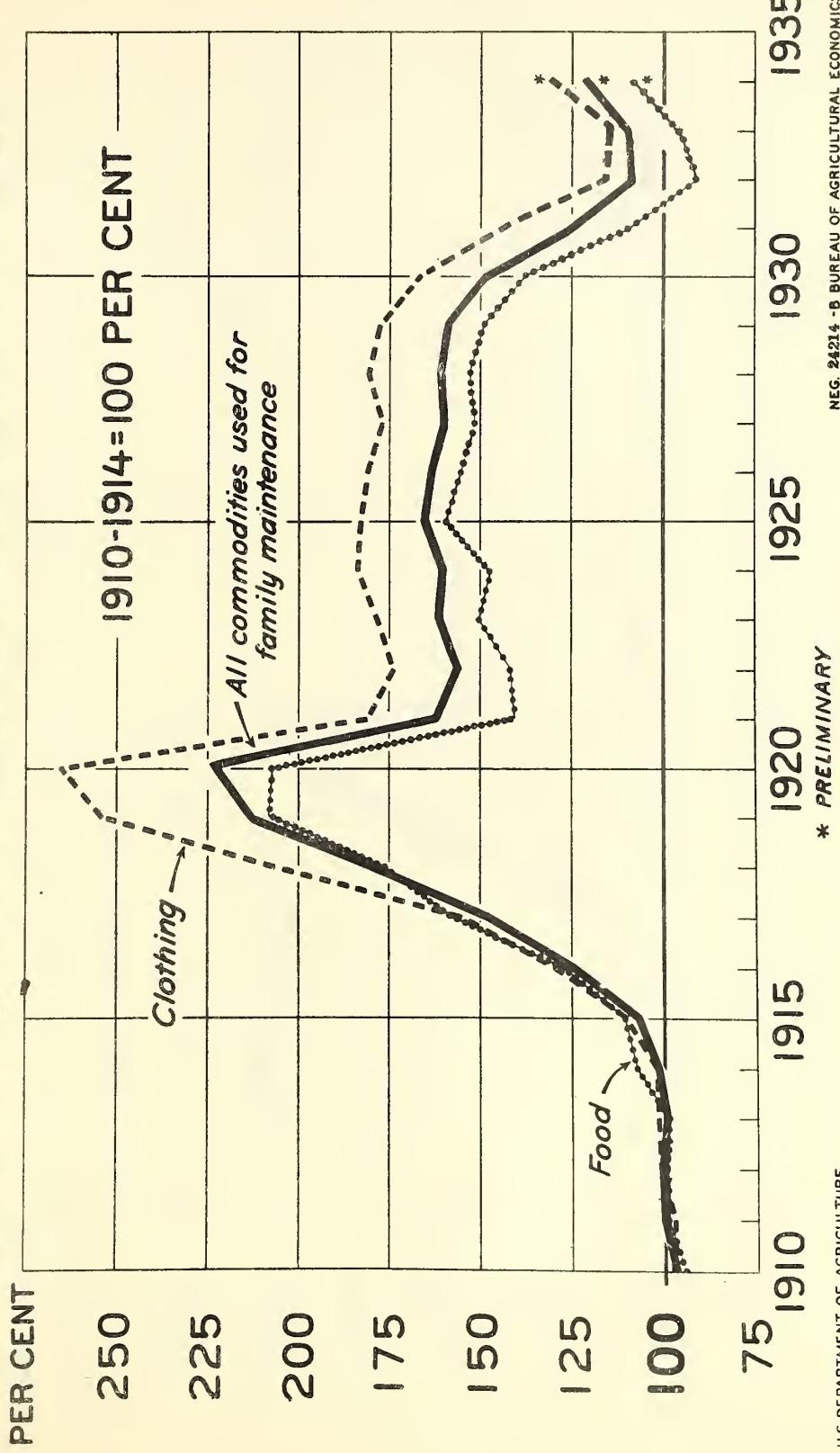


PRICES OF COMMODITIES FARMERS BUY AND PRICES RECEIVED FOR  
FARM PRODUCTS, INDEX NUMBERS 1910 TO DATE





# Prices Paid by Farmers for Food, Clothing, and Family Maintenance, 1910 to Date



U.S. DEPARTMENT OF AGRICULTURE

\* PRELIMINARY

NEG. 24214 -B BUREAU OF AGRICULTURAL ECONOMICS

1935

1930

1925

1920

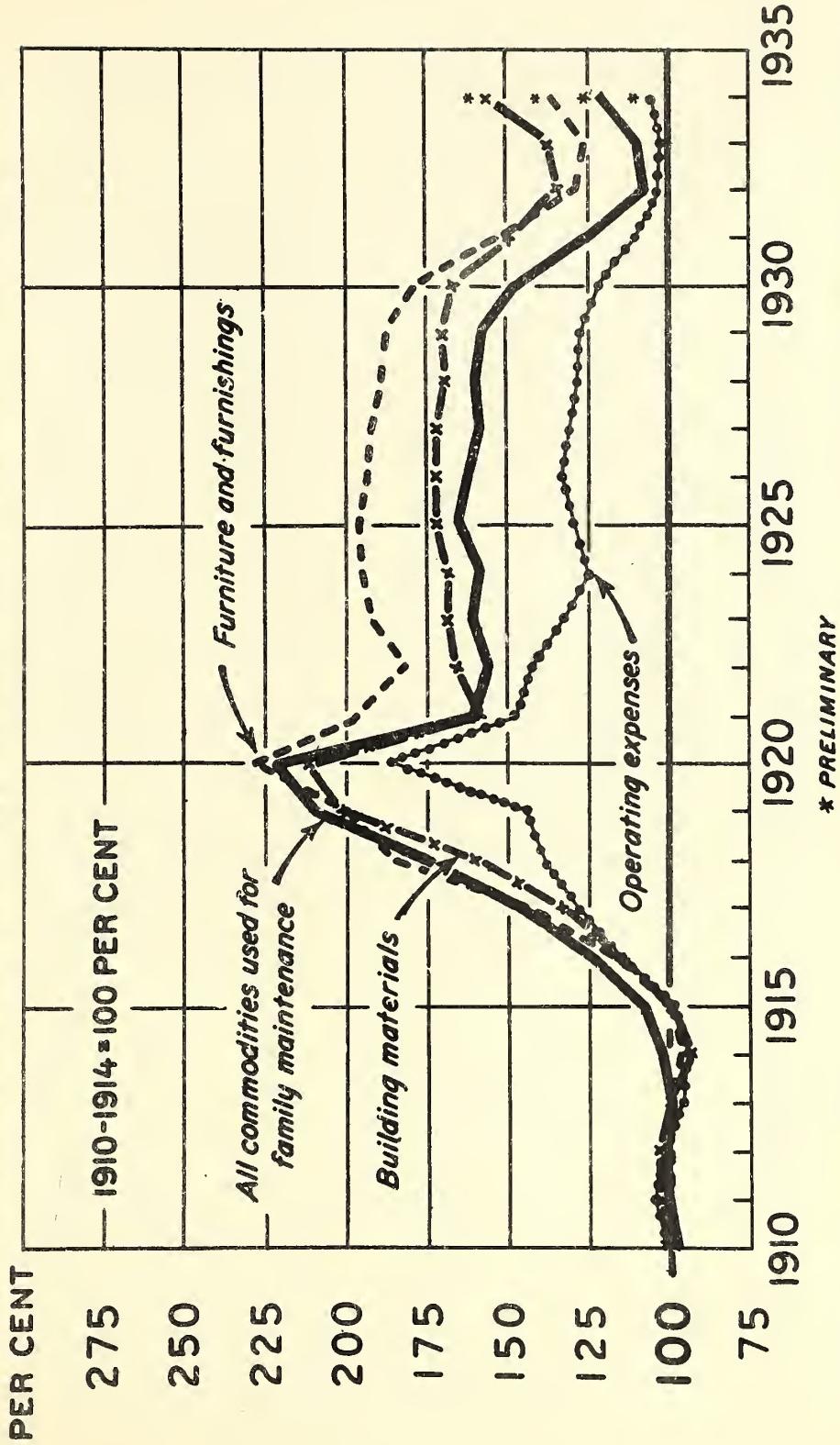
1915

1910

1910-1914 = 100 PER CENT

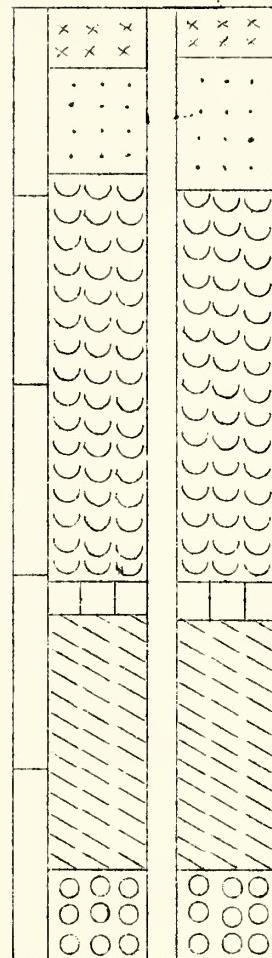
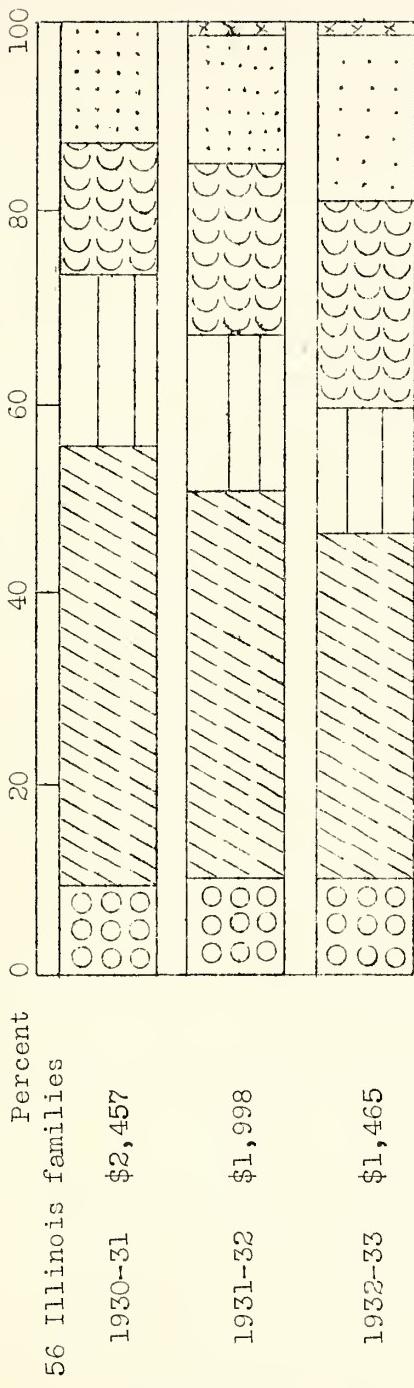


# Prices Paid by Farmers for Operating Expenses, Furniture and Furnishings, Building Materials for House, and Family Maintenance, 1910 to Date





DISTRIBUTION OF AVERAGE VALUE OF FARM FAMILY LIVING



Legend:

- Food expenditures.
- Other expenditures.
- Food furnished by farm.
- Other goods furnished by farm.
- Savings.

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9280

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COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U.S. Department of Agriculture  
and State Agricultural Colleges  
Cooperating

Extension Service, Division  
of Cooperative Extension,  
Washington, D. C.

DISTRIBUTION OF AVERAGE VALUE OF FARM  
FAMILY LIVING

Item	56 Illinois families 1/						98 Georgia families 2/			
	1930 - 31		1931 - 32		1932 - 33		1931		1932	
	Dol-lars	Per-cent	Dol-lars	Per-cent	Dol-lars	Per-cent	Dol-lars	Per-cent	Dol-lars	Per-cent
Food expenditures....	233	9	205	10	146	10	78	9	67	9
Other expenditures...	1,130	46	810	41	526	36	235	27	183	26
Savings.....	431	18	317	16	191	13	30	3	26	4
Food furnished by farm	340	14	359	18	322	22	375	43	296	41
Rental value of house	314	13	290	14	366	18	99	11	100	14
Other goods furnished by farm.....	9	3/	17	1	14	1	57	7	40	6
Total.....	2,457	100	1,998	100	1,465	100	874	100	712	100

1/ Ruth C. Freeman, Living expenditures of a group of Illinois farm families 1930, 1931, 1932. Ill. Univ. Agr. Expt. Sta. Bul. 406, Urbana, 1934.

2/ Elma S. Jones, The cost of living for 57 industrial families and for 98 farm families in Georgia. Ga. Univ. Agr. Expt. Sta. Bul. 190. Experiment, 1933.

3/ Less than 1 percent.

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Extension Service,  
U.S.D.A.

VALUE OF CURRENT FARM FAMILY LIVING

South Carolina, 1932-33  
46 families \$915

\$473                          \$442

Nebraska, 1933  
164 families \$822

\$351	\$491
-------	-------

\$283                  \$417

	\$558
	\$679

Goods furnished by farm.

Goods purchased.



Extension Service,  
U.S.D.A.

RECENT STUDIES OF FARM AND VILLAGE FAMILY LIVING

Item	State and Year of Study					
	S. C. <sup>1/</sup> 1932-33	Nebr. <sup>2/</sup> 1933	Minn. <sup>3/</sup> 1933-34	Ill. <sup>4/</sup> 1933-34	Conn. <sup>5/</sup> 1933	Maine <sup>6/</sup> 1933-34
Number of families.....	46	164	27	167	71 <sup>7/</sup>	122 <sup>8/</sup>
Average persons per family.....	4.5	4.0	3.5 <sup>9/</sup>	3.7 <sup>9/</sup>	4.1	4.7
Money value of family living.....	\$958	\$908 <sup>10/</sup>	\$757	\$1,385	\$1,358	\$974 <sup>20/</sup>
Goods furnished by farm	473	331	283	558	206	457
Food.....	284 <sup>11/</sup>	149 <sup>12/</sup>	155 <sup>13/</sup>	309 <sup>11/</sup>	150 <sup>11/</sup>	215 <sup>11/</sup>
Housing.....	161 <sup>14/</sup>	159 <sup>15/</sup>	93 <sup>13/</sup>	229 <sup>16/</sup>	22 <sup>11/</sup>	167 <sup>14/</sup>
Other.....	28 <sup>11/</sup>	23 <sup>12/</sup>	35 <sup>13/</sup>	20 <sup>11/</sup>	34 <sup>11/</sup>	75 <sup>11/</sup>
Goods purchased.....	442	491	417	679	992	517
Food.....	99	131	180	147	317	186
Clothing.....	75	93	65	101	98 <sup>17/</sup>	80
Housing repair.....	7	<u>18/</u>	5	18	103	<u>18/</u>
Household operation..	64	89	32	100	161	83
Transportation.....	<u>18/</u>	53	36 <sup>19/</sup>	82 <sup>19/</sup>	92 <sup>19/</sup>	<u>18/</u>
Furnishings, equipment	18	<u>18/</u>	14	45	47	36
Personal.....	<u>18/</u>	<u>18/</u>	26	25	<u>17/</u>	20
Medical care.....	<u>18/</u>	<u>18/</u>	26	42	55	37
Other.....	179	125	33	119	119	75
Savings .....	43	86 <sup>10/</sup>	57	148	160	<sup>20/</sup>
Life insurance.....	34	86 <sup>10/</sup>	57 <sup>21/</sup>	113	<sup>21/</sup>	<sup>20/</sup>
Other.....	9		57 <sup>21/</sup>	35	160 <sup>21/</sup>	<sup>20/</sup>
Total goods furnished and purchased.....	\$915	\$822	\$700	\$1,237	\$1,198	\$ 974
Percent furnished....	52	40	40	45	17	47
Percent purchased....	48	60	60	55	83	53
Total value of food.....	\$333	\$380	\$335	\$ 456	\$ 467	\$ 401
Percent furnished....	74	53	46	68	32	54
Percent purchased....	26	47	54	32	68	46

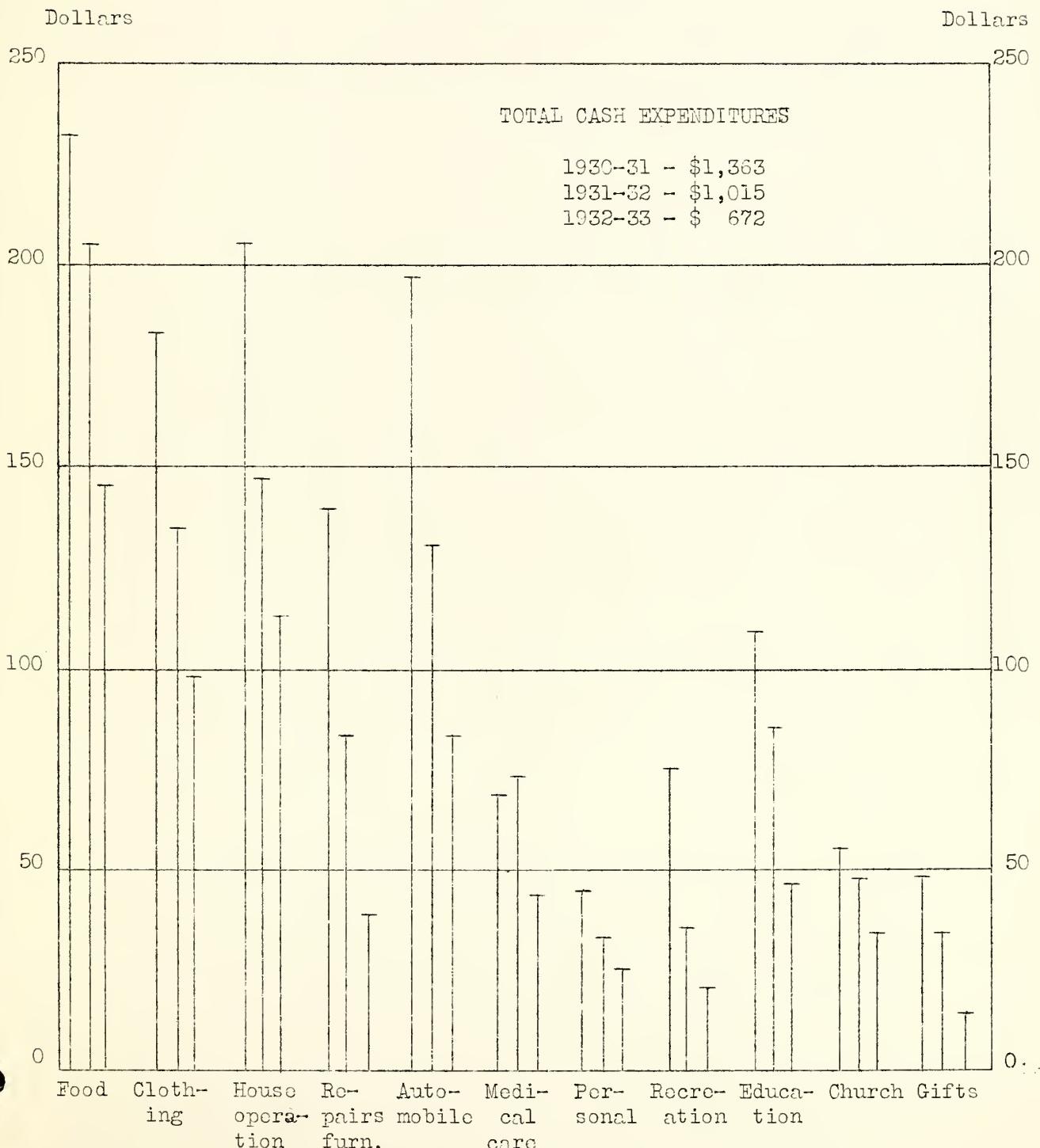
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- 1/ Mary E. Frayser. A study of expenditures for family living by 46 South Carolina rural families. So. Car. Agr. Expt. Sta. Bul. 299. Clemson College, 1934.
- 2/ Muriel Smith. Nebraska summary of home account records from the 1933 books. Nebr. Univ. Agr. Coll. Ext. Circ. 11-112. Lincoln, 1934. (Mimeographed.)
- 3/ W. P. Ranney and others. Third annual report of the farm management service for farmers of Northern Minnesota for the year 1933. Minn. Univ. Agr. Ec. Div. Mimeo. Rept. 66. St. Paul, 1934. (Mimeographed.)
- 4/ Ruth C. Freeman. Summary of Illinois home account records, 1933-34. Ill. Univ. Agr. Coll. Ext. Serv. Urbana, 1934. (Mimeographed.)
- 5/ Gladys E. Stratton. Family living expenses. Conn. State Coll. Ext. Serv. Storrs, 1934. (Mimeographed.)
- 6/ Edna M. Cobb. Summary of Maine home accounts, 1933-34. Maine Univ. Agr. Coll. Ext. Serv. Orono, 1934. (Mimeographed.)
- 7/ Includes some rural or village families.
- 8/ About 60 percent of the families are farm families and about 40 percent village families.
- 9/ In terms of adult equivalent persons.
- 10/ Life insurance included, but no other savings.
- 11/ Evaluated at retail prices.
- 12/ Evaluated at farm prices.
- 13/ Basis of evaluation not given.
- 14/ Evaluated at 10 percent of estimated value of house.
- 15/ Evaluated at 9 percent of estimated value of house plus expenditures for repairs and improvements.
- 16/ Evaluated at 10 percent of estimated value of house minus expenditures for housing.
- 17/ Personal included with clothing.
- 18/ Not given separately.
- 19/ Automobile only.
- 20/ No savings included.
- 21/ Life insurance included with other savings.

Extension Service,  
U.S.D.A.

AVERAGE CASH EXPENDITURES FOR CURRENT  
FARM FAMILY LIVING FOR 3 YEARS

56 Illinois Families



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COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U.S. Department of Agriculture  
and State Agricultural Colleges  
Cooperating

Extension Service, Division  
of Cooperative Extension,  
Washington, D.C.

AVERAGE CASH EXPENDITURES FOR CURRENT FARM FAMILY  
LIVING - 56 ILLINOIS FAMILIES 1/

Item	1930 - 31	1931 - 32	1932 - 33
	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>
Food.....	233	205	146
Clothing.....	183	135	99
Household operation.....	205	148	114
House repairs, furnishings..	140	84	39
Automobile.....	197	131	84
Medical care.....	69	73	45
Personal.....	46	34	26
Recreation.....	76	36	21
Education.....	109	85	47
Church.....	56	49	35
Gifts.....	49	35	16
Total	1,363	1,015	672

1/ Ruth C. Freeman, Living expenditures of a group of Illinois farm families 1930, 1931, 1932. Ill. Univ. Agr. Exp. Sta. Bul. 406, Urbana, 1934.

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Bureau of Home Economics  
United States Department of Agriculture

Table 1.- Estimated consumption of principal classes of food in the United States compared with seven food plans: Quantities per person per year.

Item	Estimated 1931-32 to 1932-33 average consump- tion	Suggested food plans for farm families						
		1	2	A	B	C	3	4
Flour, cereals..... pounds	219	285	260	260	230	230	180	115
Milk, or its equivalent..... quarts	1/188	155	265	265	265	265	300	300
Potatoes, sweetpotatoes..... pounds	161	185	185	220	185	185	200	190
Dried legumes, nuts..... pounds	16	30	30	30	20	10	25	7
Tomatoes, citrus fruits..... pounds	67	50	50	105	95	50	100	105
Leafy, green, yellow vegetables..... pounds	64	35	70	140	100	70	100	140
Other vegetables and fruit.... pounds	210	90	185	430	360	185	350	430
Fats..... pounds	43	2/50	2/55	2/60	2/65	2/65	2/60	2/60
Sugars..... pounds	104	55	45	55	70	65	70	70
Lean meat, poultry, fish..... pounds	2/150	30	60	30	60	120	100	170
Eggs..... dozen	20	8	15	10	20	20	17	30

Nutritive value per person per day

Energy value..... calories	3,250	2,830	3,125	3,010	3,205	3,265	3,285	3,220
Calories from protein..... percent	11	10	11	10	10	11	11	11
Protein..... grams	88	74	89	85	84	89	88	92
Fat..... grams	127	92	120	117	130	144	143	160
Carbohydrate..... grams	440	425	422	475	440	400	410	352
Calcium..... grams	? .85	.70	1.08	1.16	1.10	1.05	1.24	1.25
Phosphorus..... grams	1.40	1.21	1.56	1.58	1.52	1.52	1.65	1.68
Iron..... grams	.013	.011	.013	.014	.013	.013	.015	.015
Vitamin A..... units	3,870	2,580	3,900	4,840	5,590	4,465	5,065	6,440
Vitamin C..... units	110	83	115	220	180	125	170	210

Percentage of calories derived from specified food groups

Bread, flour, cereals.....	30	45	37	35	30	30	24	16
Milk.....	1/11	10	16	15	15	15	17	18
Vegetables, fruits.....	13	14	15	20	17	12	18	18
Sugars.....	16	10	7	8	11	10	11	11
Fats.....	14	2/17	2/17	2/18	2/19	2/19	2/19	2/18
Lean meat, fish, eggs.....	2/16	4	8	4	8	14	11	19

1/ Includes some milk from which only cream is used.

2/ Includes bacon and salt pork.

The quantities of different articles of food estimated as consumed were computed by the Bureau of Agricultural Economics and the Agricultural Adjustment Administration from statistics on production, export, import, allowances for seed, feed, and the wastes of distribution.

Food plans 1 and 2 are suggested for use when practically no food is supplied by the farm and there is very little cash for buying food. These are the "restricted" and "minimum-cost adequate" diets presented in Circular 296.

Plans A and B are suggested for use when there is a very large garden (and/or orchard); a cow, but little other livestock or poultry for food purposes.

Plan C is suggested for use when drought greatly reduces garden supplies, and forces the slaughter of more of the livestock than usual for food.

Plans 3 and 4 are suggested for use by families with considerable capital and a going food production program. These are the "moderate-cost adequate" and the "liberal" diets presented in Circular 296.

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Explanatory Notes on Charts 9172-A and 9172-B

9172-A, DESIRABLE VS. USUAL DISTRIBUTION OF FOOD GROUPS  
IN YEARLY FARM FAMILY BUDGETS

This chart shows the usual distribution of food groups in farm diets whose retail money value averages \$107 per person per year when adjusted to September 1934 prices, and compares with this a distribution of these food groups that would yield better returns in nutrition. At the same money-value level the suggested distribution puts more emphasis on vegetables, fruits, and milk and consequently less emphasis on the other items.

This chart is based in part on studies of farm family food consumption analyzed by the Bureau of Home Economics. In these studies the money value of food per person per year most frequently found approximated \$107. This amount is slightly above the money value of the minimum-cost diet set up by the Bureau in U.S.D.A. Circular 296. See also Chart 588, Table I, Estimated Consumption of Principal Classes of Food in the United States Compared with Seven Food Plans, Food Plan No. 2.

(over)

9172-B, SUGGESTED DISTRIBUTION OF FOOD GROUPS  
IN YEARLY FARM FAMILY FOOD BUDGETS  
OF DIFFERENT MONEY VALUE

The \$107 level corresponds both to the usual level of money value per person per year of the farm family diets studied by the Bureau and also roughly to the money value of the minimum cost adequate diet (see Chart 588, Table I, Estimated Consumption of Principal Classes of Food in the United States Compared with Seven Food Plans, Food Plan No. 2), when both are adjusted to September 1934 retail prices. The \$160 level is that of the moderate-cost adequate diet suggested by the Bureau, similarly adjusted. The chart shows that as one passes from the minimum-cost adequate to the moderate-cost adequate diet there should be comparatively little difference in the money value of sugars, grain products, and fats, but that there should be a slight increase in the money value of milk and cheese and a considerable increase in the money value of meat and eggs, fruits and vegetables.

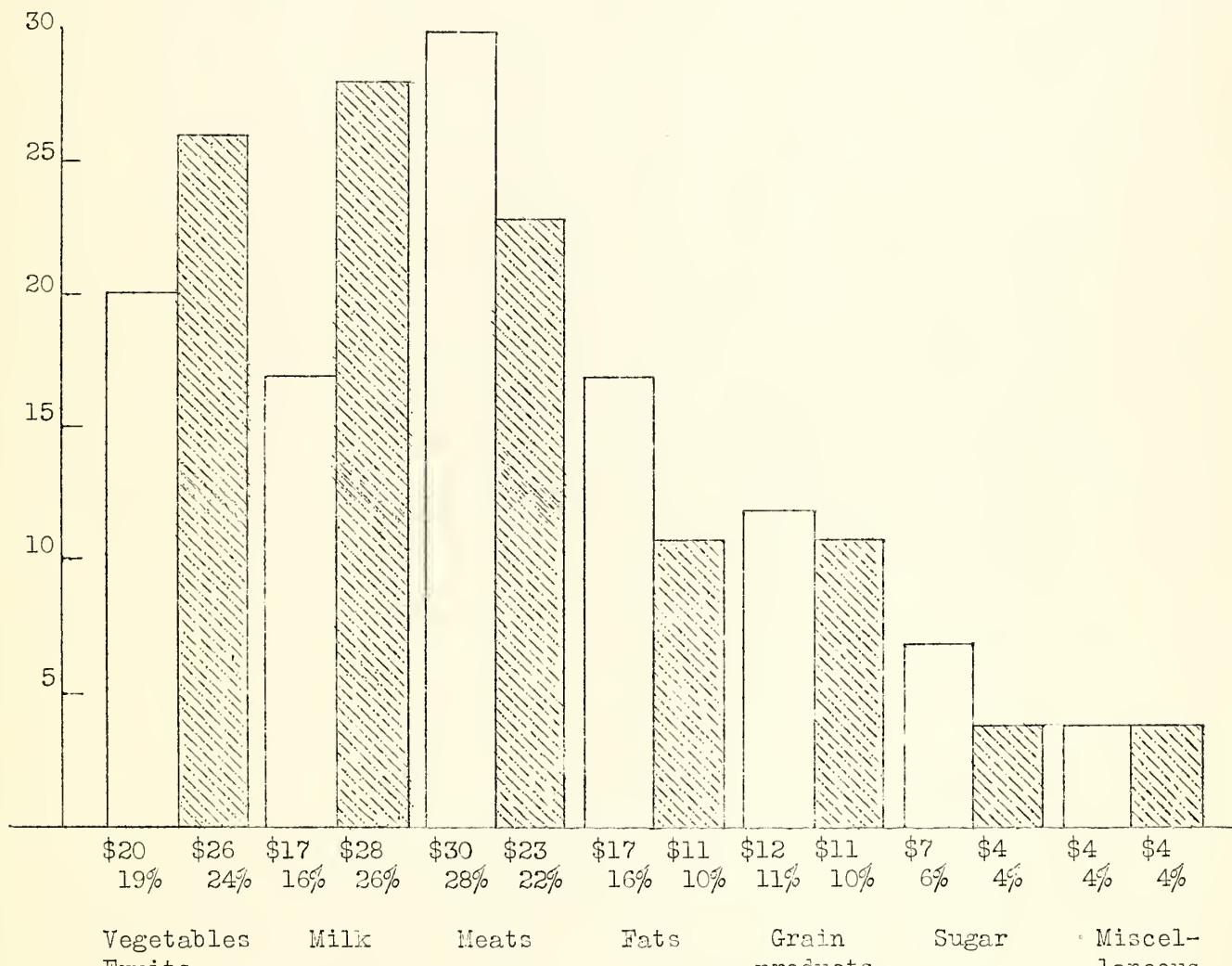
It will be noted that both the dollars and the percentage of total money value used for fruits and vegetables increase decidedly as we pass from the minimum-cost adequate diet to the moderate-cost adequate diet, whereas there is a decrease in the percentage of the total money value used for meat and eggs, although the actual number of dollars spent for these foods increases considerably.

This chart illustrates also how families who may be unable to provide an entire food supply on the moderate-cost adequate level because of special types of farming or unusual growing conditions, combined with low income, may nevertheless greatly improve the diet by making generous use of available fruits, vegetables, milk, eggs, or meat.

Extension Service  
U.S.D.A.

DESIRABLE V. USUAL DISTRIBUTION OF FOOD GROUPS  
IN YEARLY FARM FAMILY FOOD BUDGETS\*

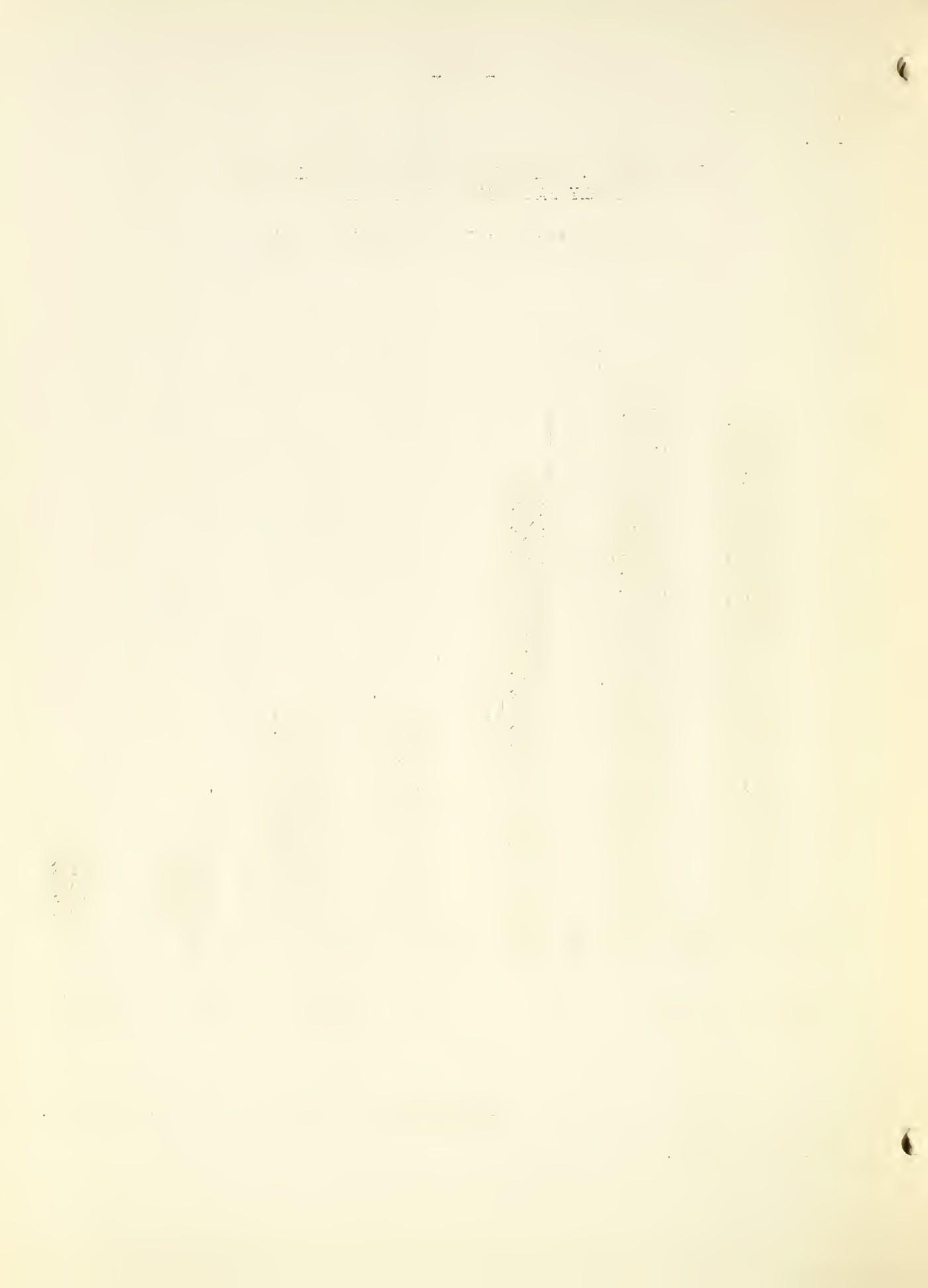
Retail Replacement Value \$107 Per Capita



[White Bar] Usual

[Hatched Bar] Desirable, as shown by studies.

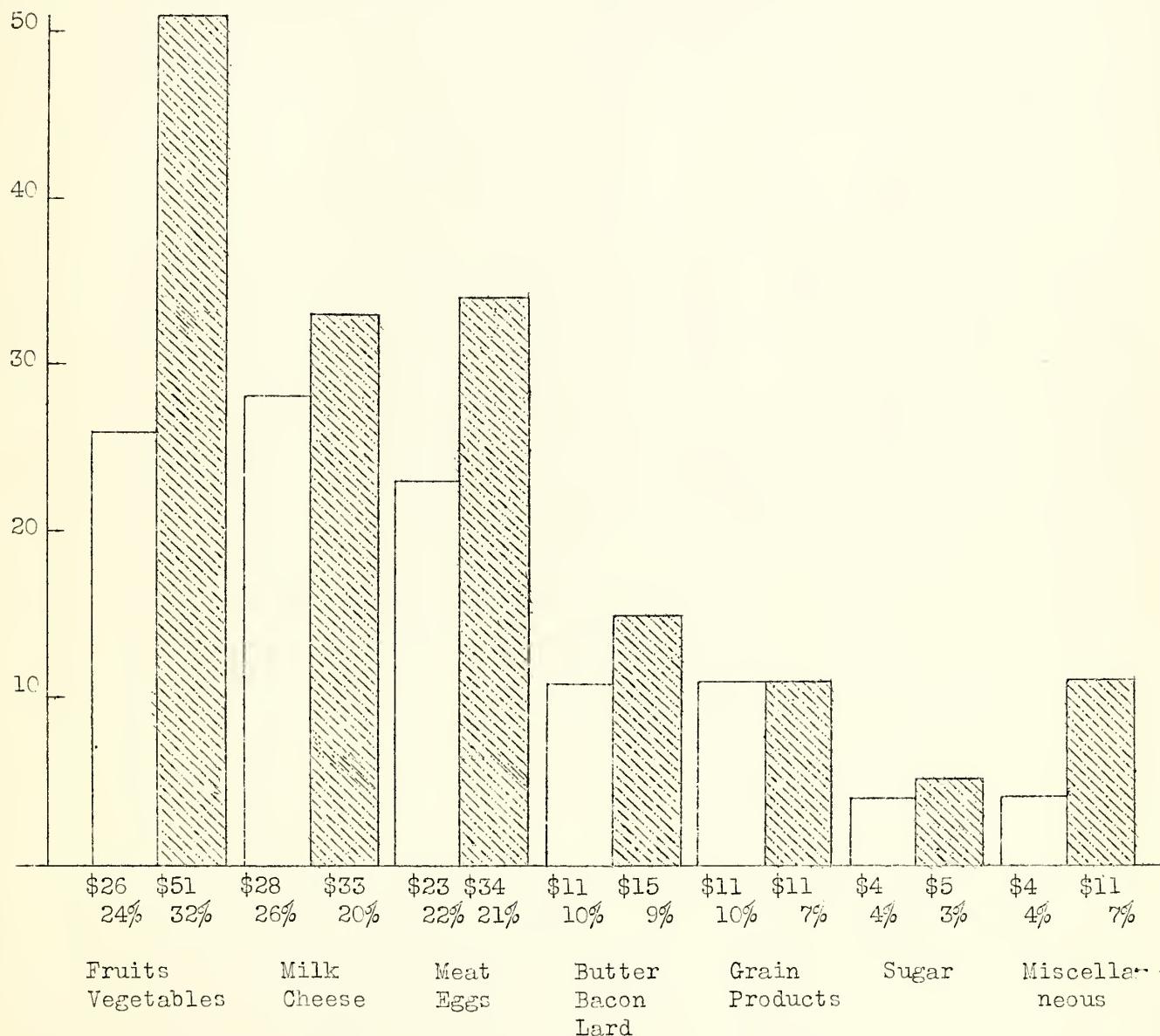
\*Sept. 1934 prices.



Extension Service  
U.S.D.A.

SUGGESTED DISTRIBUTION OF FOOD GROUPS  
IN YEARLY FARM FAMILY FOOD BUDGETS\*

Of Different Money Value



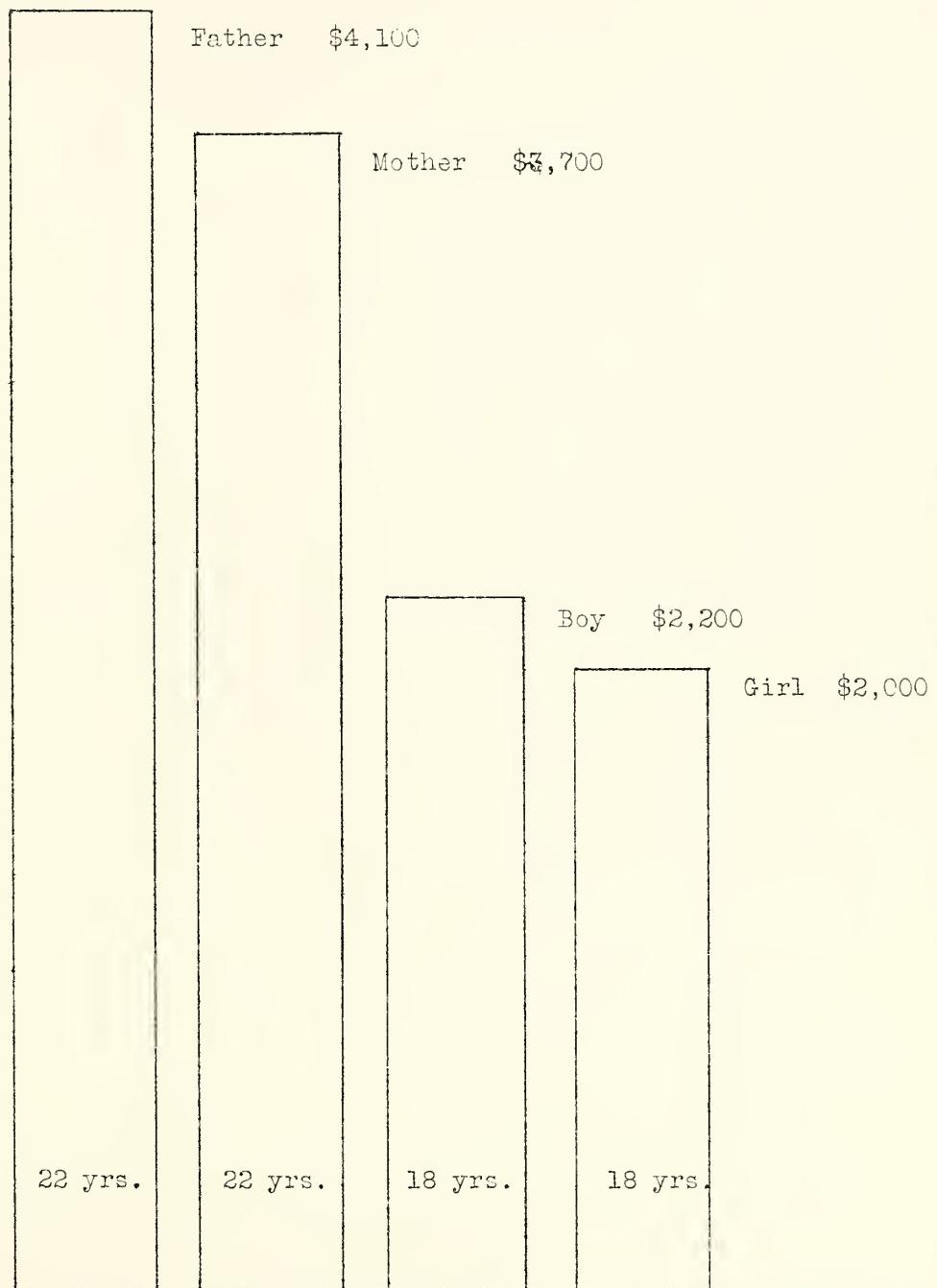
\_\_\_\_\_ \$107 per capita - most frequent value.

\_\_\_\_\_ \$160 per capita - moderate cost adequate.

\*Retail replacement values, Sept. 1934.



IT'S A \$12,000 ENTERPRISE TO FEED A FARM FAMILY WHILE  
A SON AND DAUGHTER ARE RAISED TO THE AGE OF SELF-SUPPORT



Figures based on retail replacement value of moderate cost adequate diet,  
Sept. 1934 prices.



PLAN AHEAD FOR THIS \$12,000 ENTERPRISE

Make the Farm Produce Most of It

Vegetables, fruits.....	28%	\$3,360
Milk, cheese.....	24%	\$2,880
Meats, poultry, eggs, fish.....	21%	\$2,520
Butter, bacon, lard.....	10%	\$1,200
Grain products.....	7%	\$ 840
Sugars.....	4%	\$ 480
Miscellaneous.....	6%	\$ 720
TOTAL.....	100%	\$12,000

Retail replacement value of moderate-cost adequate diet for farm family for 22 years while son and daughter are being reared to age of 18.  
(Based on Sept. 1934 prices.)



"IT'S A \$12,000 ENTERPRISE TO RAISE A SON AND DAUGHTER  
TO THE AGE OF SELF-SUPPORT"

"PLAN AHEAD FOR THIS \$12,000 ENTERPRISE"

Interpretation and Basic Information for Above Titled Charts

The first chart shows the retail replacement value of a moderate-cost adequate diet for a farm family of four over a period of 22 years while a boy and girl are being reared to 18 years of age, the so-called age of self-support. The purpose of the chart is to emphasize the large money-value total involved in this enterprise viewed as a whole.

It is assumed that 2 years of married life elapse before the birth of the son. The daughter is born 2 years later. Both children continue as members of the farm family until their 18th birthdays when they are presumed to leave the farm to take up some job.

Thus the farm supports father and mother for 2 years before the children come and for 20 years while they are growing up. It also supports each child for a total of 18 years.

The value of the food supply is arrived at by computing the yearly amounts of the various food groups required for each member of the family, adding all these together and figuring the total cost of September 1934 retail prices as collected by the Bureau of Labor Statistics. The food allowances for man and woman at very active work and for children at various ages are based on the moderate-cost adequate diet as shown in table 6 on page 14 of U.S.D.A. Circular No. 296, Diets at Four Levels of Nutritive Content and Cost.

These amounts are approximately:

- \$4,100 for man at active work for 22 years.
- 3,700 for woman at active work for 22 years.
- 2,200 for farm boy, from birth to 18th birthday.
- 2,000 for girl from birth to 18th birthday.
- \$12,000 - Total for family.

Note that this food supply does not include provision for guests, hired men, or household help. It provides for only a small percentage of table waste, approximately 5 percent, making no allowance for such gross wastes as may occur in the trimming and storage of vegetables and fruit and the home cutting of meat. In fact, "the quantities provided are in terms of products delivered to the consumer's door". The food supply shown in the chart provides no surplus against possible lean years to come. Hence, many of the food groups in the production plan for the farm family may well be increased by from 15 to 50 percent.

(over)

The second chart presents an argument for planning from the beginning to provide this large food supply with the least outlay of cash, through a home production program.

The total money value of the 22-year food supply, computed at retail prices as of September 1934, amounts to \$11,890. For simplicity, we have adjusted all figures to a total money value of \$12,000, increasing the amounts of food and the money value proportionately to the original percentage representation of the various food groups. The table below shows the actual amounts of food and the actual money value on the basis of a total of \$11,890, and the adjusted amounts and values on the basis of \$12,000.

Food Supply for a Farm Family of Four While Two  
Children Are Being Raised to the Age of Self-Support

Item	Total \$11,890		\$12,000 Adjusted figures		Percentage of Total Value
	Actual Amount	Actual Value	Amount	Value	
Flour and cereals					
Milk.....	13,880 lbs.	\$ 820.31	14,000	\$ 840	7
Vegs. and fruits:					
Potatoes.....	24,444 gts.	2,609.10	25,000	2,880	24
Dried Beans and Peas.....	15,400 lbs.	368.21	15,000	360	3
Tomatoes, citrus					
Leafy gr. yell..	1,844	231.24	1,900	240	2
Dried fruits,					
Fats.....	7,240	643.13	7,200	600	5
Sugars.....	7,595	621.27	7,600	600	5
Lean meat, poultry					
Eggs, dozen.....	2157 x 5.....	10,785	250.64	11,000	240
Miscellaneous....	Other.....	16,955	1,320.29	17,000	1,320
	Fats.....	4,607	1,168.98	4,700	1,200
	Sugars.....	5,402	379.92	5,400	360
	Lean meat, poultry	7,740	1,998.86	7,800	2,040
	Eggs, dozen.....	1,285	452.32	1,800	480
	Miscellaneous....		830.00		840

**THE CONTRIBUTION OF THE FOODS AND NUTRITION PROJECT  
TO FARM FAMILY LIVING ADJUSTMENTS IN 1935**

Miriam Birdseye  
Division of Cooperative Extension

Farm-home adjustments recommended to meet 1935 conditions	What the foods and nutrition program can do
Safeguard cash income by producing the maximum amount of food and fuel for family use.	Give help in food production and food conservation as needed. Also promote appropriate home food manufactures. Help women to develop judgment as to conditions under which home food manufacture is desirable.
Make a plan for the year's food supply. Secure family cooperation in food production.	Encourage the purchase of individual pressure-canning equipment as a permanent investment. Help to obtain favorable prices on containers.
	Promote the general use of an annual food-supply plan based on the nutritional requirements of the family and type of farming. Include a canning and storage budget. Allow an adequate margin for seasonal variations, losses in storage, emergencies, company, unexpected additions to the family gifts, charity, sale, and barter.
	Emphasize the security and family cooperation values of such a food-supply plan.
Save cash by cooperative buying and bartering. Pay cash and take cash discounts when available to avoid the costs of store credit.	Secure demonstrators to make farm food-supply plans and keep accounts of food produced, used, and sold from the farm, and of food purchased. Give publicity to results obtained.
Take advantage of high retail prices by selling products at roadside or farm women's markets.	Help women to investigate possibilities of cooperative buying of food. Encourage and assist farm women to barter quality food products for services and materials needed for health upkeep and for more abundant living.
Buy according to grade labels where these are available.	Help farm women to produce quality canned, preserved, and baked goods for sale at curb markets, at roadside stands, and to private customers.
	Teach food buying, food grades and standards where such purchasing information is needed. Especially important because some rise is expected in food prices.

(more)

Weigh relative values in deciding upon cash outlays. Keep farm and home accounts as guides.

Continued education of young people beyond grade schools.

Provide for necessary medical and dental attention.

Use and expand home and community recreation facilities.

Take advantage of opportunities for consumer education. Take action through consumer organizations where price increases appear out of line.

Keep informed on the domestic and foreign economic situations.

Encourage women to keep simple food accounts; if possible, as a part of farm-home accounts.

Show how a comprehensive food-supply plan, skillful buying, and positive health for all the family will help to save cash needed for education, preventive medical care, clothing, house furnishings, and other materials and services.

Teach signs of optimal growth and nutrition; urge weighing, physical examinations, correction of defects where indicated.

Promote the use of the "ACH Index of Nutritional Status", as developed by the American Child Health Association.

Where leadership is needed, cooperate in the school lunch.

Urge that daily meals be made to contribute to the health and happiness of the family through wise planning, skillful preparation, and interesting table talk. Encourage family parties and simple, gracious hospitality.

Show the possibilities of well-planned and attractively served community meals at get-togethers for recreation and discussion.

Watch prices. Judge and assist county and community consumers' councils.

#### In Drought Areas

Help to work out emergency diet and food-supply plans for winter and spring, which will supply at least the minimum dietary essentials. Enrich the diet wherever possible by home-produced or locally cheap foods. Give practical help in meal planning for children and expectant mothers, food buying, food preparation.

#### In General

Emphasize time and money management and family-relationship aspects of food production, preparation, and serving.

Reach homes with children.

Interest older club girls with challenging foods and meal-management projects.

Present appropriate nutrition information to men and boys.

Cooperate in the rural rehabilitation program.